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THE Publishers' Weekly

The American Book Trade JOURNAL

VOL. CV.

NEW YORK, JANUARY 12, 1924

No. 2

The big day—January 30th

Rose Macaulay's
latest story

TOLD BY AN IDIOT

A carry-you through story—iridescent with wit—woven around three generations from Victorian days to our own showing that styles, politics, and parlor games may differ from year to year but human beings remain fundamentally the same.

Bigger than Potterism—bigger than Dangerous Ages.

TOLD BY AN IDIOT is England's best seller along with "Riceyman Steps." Watch America's best sellers; TOLD BY AN IDIOT will be there.

\$2.00

Richmond Barrett's
story of American Society

RAPTURE

No book within memory gives such a natural picture of American Society or deals so powerfully and greatly with the consuming power of passion.

I consider RAPTURE a great first novel.—Horace B. Liveright.*

**And RAPTURE is the sort of great book that marches in best seller ranks.*

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*The Best
Adventure
Romance
We've Read
or Published
in Years*

THE OWLS' HOUSE

By CROSBIE GARSTIN

January 18

Net \$2.00

*Smuggling
Horse-Trading
Gypsies
Barbary Pirates
Fighting Galore
Romance*

Publishers **FREDERICK A. STOKES COMPANY** New York

- We shall publish "Gerald Cranston's Lady" on Feb. 20
- It is by Gilbert Frankau
- He wrote "The Love Story of Aliette Brunton"
- He also wrote "Peter Jameson"
- He is one of London's better best sellers
- "Gerald Cranston's Lady" is a story of titled society and great wealth
- Mr. Frankau knows the rich and glittering settings he uses so effectively
- "Gerald Cranston's Lady" is a love story with high emotional crises
- Mr. Frankau believes it is his best novel
- We are confident it will sell big
- We shall spend \$5,000 in advertising as a starter
- "Gerald Cranston's Lady" is a safe title to stock largely

GERALD CRANSTON'S LADY

By

GILBERT FRANKAU

(To be Published Feb. 20, at \$2.00)

THE CENTURY CO.

353 Fourth Avenue,
New York City



Coming This Spring!



The Test of Donald Norton

By Robert E. Pinkerton

**A Fine Story—With Real Lure—About
A Man Who Wouldn't Quit**

We announce forthcoming publication of Mr. Pinkerton's novel with the confident belief that here is an author who is bound to win a great following among readers of stirring fiction. We feel that "The Test of Donald Norton" is going to make him famous.

**BOOKSELLERS WILL HEAR A LOT OF THIS
REAL STORY THIS YEAR**

**The Famous Rei-Lee
Graduation and School Memory
Books for 1924**

***Best Known — Best Liked — Best Made
Best Selling—Best Looking—Best Value***

Rei-Lee School Memory Books sell steadily from January to June. Young people know these beautiful books. *No other line sells as well.* Priced from \$1.00 to \$5.00, retail. Very liberal discounts to the trade.

The complete line makes a beautiful display. Stocks for 1924 are new and complete. *Order at once and begin the New Year with a rush.*





You remember

Hopalong Cassidy, Johnny Nelson, Red Connors, and their adventures around Mesquite. You remember Tex Ewalt and Buck Peters and the boys from the "Bar—20" for they are all famous cowpunchers from the Western yarns of Clarence E. Mulford. Their adventures in book form sold fast and still sell.

Now this favorite author has given us two more characters which you must know, Matt Skinner and Baldy. Their exploits are told in

RUSTLERS' VALLEY

by Clarence E. Mulford

A new story of the old West that is, from cover to cover, packed with scrapes, adventures, humor and a puzzling mystery. A Western tale for Easterners and Westerners.

Price, net, \$2.00

Doubleday, Page & Co.

Garden City, New York

In Canada: 25 Richmond S., W., Toronto.

May Edginton is well known in America as a frequent contributor to the "Saturday Evening Post." Her reputation was also made as a playwright through the very successful production of "Secrets" in New York a year ago. A wide public awaits her new novel

—TRIUMPH—

By May Edginton

It is the romance of an English girl of exceptionally independent spirit and real musical ability. A story that is genuine, human, a real glimpse of life.

So powerfully dramatic is this novel that it is being filmed for a feature moving picture—a fact which assures the book of a tremendous popular interest all over the country.

February 10th is publication date for this novel. Put it on your calendar to mark one of the season's most popular titles.

\$2.00



HENRY HOLT AND COMPANY
19 West 44th Street New York

Few books have so romantic an origin as Rosita Forbes' new volume. Raisuli, notorious African brigand, dictated to Mrs. Forbes the story of his life while she lived beside him in a tent on the desert.



THE SULTAN of the MOUNTAINS

The Life Story of Raisuli v By Rosita Forbes

It was the brigand Raisuli to whom the United States paid a ransom of \$70,000 for an American official in 1904. His memoirs are a startling combination of war and philosophy, ruthless atrocities, Pan Islamism, and extraordinary events.

On January 19th Mrs. Forbes starts on an extended lecture tour throughout the United States to tell of this and other adventures. She is probably the most noted woman explorer living and has a fascinating personality. Her appearances are sure to attract wide notice.

Send your order in now so that you will have stock when she comes to your city.

To be published Feb. 10

Illustrated. \$3.50

FROM PINAFORES TO POLITICS

By Mrs. J. Borden Harriman

The outstanding biography of the day. Praised in every quarter. *New York Times*: "She went everywhere and saw everybody, from Ambassadors and Field Marshalls down . . . life at both ends and life on all sides, with a great and lasting gusto for its innumerable manifestations. What a book it all is! What vivacity, what energy, what aplomb!"

With 26 illustrations. \$5.00

HENRY HOLT AND COMPANY
19 West 44th Street

New York



12,000
in the first month

**FOSDICK'S
"TWELVE TESTS
OF CHARACTER"**

This notable book was published on Dec. 1 in a 12,000 edition. Before the month was over we were obliged to start a second edition.

*Are you displaying it and getting
your share of sales?*

Reg. U. S. Pat. Off.



The mark of a book
written to meet
a need

ASSOCIATION PRESS
Publishers

347 Madison Avenue, New York

JUST OUT

A Novel Which Challenges
The Religious World Today

THE HIGH WAY

By CAROLINE ATWATER MASON

Author of "A Lily of France," "The Little Green God," etc.

Upon a broader canvas than heretofore, with all the pathos and humor and realism which distinguish Mrs. Mason's earlier novels she has delineated the struggles peculiar to young men entering the ministry in the present religious crisis. \$2.00

THE TRUTH ABOUT THE NEAR EAST

Beginning Again at Ararat

By MABEL E. ELLIOTT, M.D.

Has American relief work in the Near East been worth while? Here is the inner human history of a vivid four years, *plus* this "modern Florence Nightingale's" own constructive ideas as to the meaning of it all and as to the real permanent value of the American effort. Illustrated. \$2.00

**Law versus
Lawlessness**

Edited by FRED B. SMITH

Addresses by prominent men of the hour, delivered at the Citizenship Conference. Making an irresistible appeal to the nation to rally to the support of the Government in defeating the attacks of the lawless.
\$1.00

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World Traveller**

By D. E.
LORENZ

The only Guide-Book necessary to a tour of the world. Similar to "Mediterranean Traveller," it gives all necessary information: sights to see, hotels, moneys, passports, etc. Complete, attractive, easily understood. Fully illustrated.
\$5.00

**Famous Figures
of the Old Testament**

A
NEW BOOK by
**William
Jennings Bryan**

For use with the present International Sunday School Lessons or for independent study these character sketches, deft, just, discriminating, are among the best things Mr. Bryan has yet done. \$1.50

10th Edition

In His Image

Bryan's Answer to Darwin
\$1.75

INTRODUCTION BY THE EDITOR OF "JOHN MARTIN'S BOOK"

Best Bible Tales

The Editor of The Christian Herald says: The most delightful Bible stories it has ever been our good fortune to see. Written by a school and Sunday school teacher of twenty years' experience, they are the result of her long and sympathetic contact with child minds. Illustrated. \$1.50

Old Testament
By NELLIE HURST

Fleming H. Revell Company

NEW YORK: 158 Fifth Ave.
CHICAGO: 17 N. Wabash Ave.

For Sale by All Booksellers

A new Sabin Novel
To be published January 21st

The City of the Sun

By Edwin L. Sabin

Author of "Desert Dust," "The Rose of Santa Fe," etc.

Robert McClung, of Kentucky, while himself in danger from Mexican bandits, is appealed to for help by an impulsive and beautiful young Spanish girl, Dona Felisa. Through the evil wiles of her guardian, Felisa is taken on a journey, the object of which is unknown to her, but which in reality is to offer her as a sacrifice at the Sacred Lake of Gold. The spell of romantic adventure, of youth and love and ardor, of hair-breadth escapes from many dangers, will hold the reader fascinated on this journey to the historic City of the Sun.

Colored Jacket, Price \$2.00.

GEORGE W. JACOBS & COMPANY
PUBLISHERS PHILADELPHIA

SHAW BUSINESS BOOKS

SOME NEW PUBLICATIONS

Accounting Principles underlying Federal Income Taxes—1924

By E. L. KOHLER, C. P. A.

Senior Partner, Kohler, Pettengill and Company; Professor of Accounting,
School of Commerce, Northwestern University.

MANY books have been written from the legal or reference point of view on Federal Income Taxes, but here, at last, is a manual that makes clear the *principles* of accounting underlying them. Briefly, the author brings out the principles of Federal Income Taxation which are definitely established and explains exactly how these principles apply in accounting for the taxable income of the individual and corporation. The law and regulations are condensed so

far as possible. Examples containing figures are given to clarify brief statements which otherwise would be obscure. Digests and interpretations of all the more important cases follow the discussion of the various topics. Most important, there are problems which illustrate the practical application of the more difficult points. In all, there are 30 chapters, about 500 pages. Illustrated with significant charts and forms. Well-indexed. Net, \$5.00.

Principles of Advertising

By DANIEL STARCH, Ph.D.

Graduate School of Business Administration, Harvard University

IN this book the author, a long-recognized authority on advertising, has developed, as far as practically possible at the present time, scientific methods for dealing with the problems of advertising. Some of these methods are new so far as general use is concerned. All of the methods recommended have built up the effectiveness of advertisements.

Principles of Advertising is replete with actual experiences of hundreds of

advertisers. It tells what results were secured. It shows why some campaigns have failed and why others have succeeded. It takes the individual advertisement and tells you what you ought to know about the headline, the illustration, layout and typography, copy, color and size. It discusses at length national advertising, retail advertising, foreign advertising and financial advertising. 998 pages. Cloth. Net, \$5.00.

Personnel Management

By WALTER DILL SCOTT

President of Northwestern University; formerly President of The Scott Company.
Consultants and Engineers in Industrial Personnel; Director of Committee on Classification of Personnel in the Army;

and ROBERT C. CLOTHIER

Formerly Employment Manager of the Curtis Publishing Company; Member of Committee on Classification of Personnel in the Army; Vice-President of The Scott Company.

WITH a wealth of experience from which to draw, the authors have taken the basic principles of personnel administration, stripped them of the vagueness and uncertainty with which they are so often clothed and discussed them interestingly in terms of their practical application to problems of management.

Briefly, the authors trace the historical development of the personnel movement and the rise of the idea that a vital

productive force lies in the proper utilization of the special aptitudes of individual workers. The methods, scientific tests and instruments employed by forward-thinking concerns in determining these special aptitudes and utilizing them to the best advantage in economical operation are described in detail. And, in addition, the authors have presented, in this volume, a graphic delineation of well set-up personnel control. 656 pages. Cloth. Illustrated. Net, \$4.00.

Published by

A. W. SHAW COMPANY

CASS, HURON AND ERIE STREETS

NEW YORK

CHICAGO

LONDON





Here is the Answer—

A few weeks ago we wrote in an advertisement in THE PUBLISHERS' WEEKLY that an announcement would soon be made "which you would want to act on the minute you received it." The announcement was the publication on January 2nd of Emerson Hough's THE COVERED WAGON in the G. & D. 75 cent Edition. This photograph shows some of the *hundreds* of telegrams with quantity orders which were received during the first few days after the word was sent out. Never in all book history has a reprint gone over with such a bang!

GROSSET & DUNLAP, 1140 Broadway, New York

New Fiction

HANDS UNSEEN

By Herman Landon

A New
GRAY
PHANTOM
Detective
Story

These elements woven into a fabric of evil machinations and breath-taking adventures make HANDS UNSEEN the most thrilling of Herman Landon's GRAY PHANTOM novels.

Jacket in colors.

Ready January 25th

Price Net \$2.00



An
outstanding
blackmail plot

A MURDER

Lovely Helen
Hardwick

The
Gray Phantom

THE RANGERS' CODE

By Johnston McCulley
Author of "Broadway Bab"

The code of the Texas Ranger is, NEVER be the first to pull a gun! Let the other man start it! But when he starts, get him quick! And if you do pull a gun, shoot! Ex-Ranger Ganley takes the job of deputy sheriff of Cactusville, a town ruled by a gang of bad men, who fleece workers from the ranches and mines. How Ganley applies the Rangers' code and breaks up the gang makes a notable addition to the few really worth-while western novels. Jacket in full colors. Ready January 25th. Price \$1.75.

THE NERVOUS WRECK

4th Printing

By E. J. Rath

The dramatization of this delightful book has made the biggest humorous success that has ever been produced as a play in New York. A new company has opened in Chicago and there will be several new companies to play the smaller cities. Watch for the opening of this play in your city.

Price Net \$2.00

The book has gained in popularity each month.
In 1923 it has proven to be a very successful book.

Will 1924 make it a best seller?
YOU CAN RECOMMEND THIS BOOK.

G. HOWARD WATT, Publisher, 558 Madison Ave., New York

Every intelligent bookseller in the country is aware that Papini's **LIFE OF CHRIST** was the most successful book of last year.

In the first two issues of the January Publishers' Weekly we have broadcasted the news that the sales are still increasing.

Papini's **LIFE OF CHRIST**

In the nine months since its publication this book has become a classic. It has received more editorial and critical comment than any book of the last two years.

Our advertising appropriation is larger now than on publication.

Keep It Going!

THE PERFECT EASTER GIFT BOOK
(Cloth, \$3.50—leather \$10.00)



Harcourt, Brace & Company

383 Madison Ave.
New York

The Publishers' Weekly
 THE AMERICAN BOOK TRADE JOURNAL
Founded by F. Leypoldt

January 12, 1924

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

Salary Comparisons

HERE is a lack of data on the subject of book-trade salaries, and many of those in the business or who are thinking of entering the business would like to see a general survey as to the possibilities that the business holds forth.

The situation as it faces the owner of the shop is, of course, different from that which faces the retail salesman. The store manager should make clear to every salesman that salaries are not a matter of favor or guesswork but have some definite relation to the income of the store and total individual sales. Each salesman should know what he is selling for the year and should understand the problem of the store's economy, so that he can clearly see that an increase in the sales would be reflected in his income.

It has sometimes been estimated that half of the bookshop's expense must go to salaries, including the buying and management salaries and shipping and sales salaries. That would mean fourteen to fifteen per cent of the sales total, of which eight per cent might come to be allotted to the salesman, a percentage that would vary greatly in the different types of stores, just as the amount that must be allotted for rent will also greatly vary. When the figures are understood, it will be much easier for the salesman to see what increased sales can mean to him.

The recently published salary statistics, gathered by the American Library Association, are interesting as figures for comparison. In the statistics of the larger cities, branch librarians receive all the way from twelve hundred to twenty-two hundred dollars; first assistants, from a thousand to two thousand dollars; children's librarians, from a thousand to two thousand; library assistants, about eight hundred to fifteen hundred; and junior assistants, from six hundred to twelve hundred. The demands in the book-trade for intelligence and energy can be reckoned as not very different from the library field.

Need of Retail Statistics

THE Year-book published by the United States Department of Commerce makes the frank admission that "There are no satisfactory statistics of retail trade in the United States."

Facts on every kind of manufacturing in export business are obtainable in great detail, and it is time for some move by those who are connected with the great retail problems of the country to have the Department of Commerce collect and study more carefully the statistics in the retail field.

The Department has but \$60,000 appropriation for its division of domestic commerce and \$4,000,000 for its division of foreign commerce, yet the domestic commerce outbalances the other 12 to 1. In the 700 page Year-book, exactly 1% is devoted to retail trade. Perhaps the reason the government does not take retailing seriously enough is because those who are in it do not take themselves seriously enough, and any time seems a good time to make a change in this attitude.

Trucking Problems in New York

EVERY large city is facing yearly increasing problems in handling transportation and freight, and the Island of Manhattan has these difficulties raised to the nth degree. In order to give the benefit of cooperative study to the problem that faces the book publishers, the National Association has had experts study the situation, and its members are now considering entering into an agreement with a large trucking corporation which would undertake to handle all the shipments of the publishing industry, both freight and package.

By such arrangement, there would seem to be great possibilities of economy, as the same team, in going from office to office, would pick up other freight going to similar terminals or to the same retail stores in different parts of the city. In the same way, the messenger serving this special bureau could pick up the way-bills of publishers and bring them to one spot for prompt handling.

It seems likely that such an arrangement would speed up deliveries as well as bring about economies. Not many publishers can now keep their stock close to their publishing offices, and this in itself has made a new problem which has only entered into the situation in recent years. The jobber, in serving out-of-town clients, often has to explain to those sending in orders that, in picking up shorts he cannot now send round

the corner for them but must gather some of them from as distant points as East Orange, Newark and Brooklyn. Cooperative delivery should make it easier for the jobber to give prompt service.

Americanism Protective League

BERNARR MacFADDEN has organized an Americanism Protective League to fight the Clean Books Bill in the New York Legislature and has hired Madison Square Garden for a mass meeting on January 14th. It does not seem wholly clear, from the nature of the circulars that this League has issued, that the effort will do anything to clarify the general situation. Mr. Macfadden takes the ground that any legislation of the kind embodied in the New York statute hinders, by encouraging prudery, all campaigns against venereal disease. It is not wholly clear just what connection there is between these two matters. As far as is known, the proponents of censorship legislation have done nothing to discourage progress thruout the country in the matter of sex education. This mixing of issues will do nothing to help matters.

Bookselling Course Coming

ALL booksellers, whether in New York or elsewhere, must take a very definite interest in the fact that, on February 1st the first collegiate course in bookselling begins. The course is to be given at the College of the City of New York, and college credit will be given to all who attend.

For the sixteen lectures the fee will be ten dollars and the outline of the subjects to be considered, prepared by Temple Scott, the lecturer, indicates that it will be a well-rounded series with very practical applications.

Such an announcement is of importance not only to those who may attend but also to the whole publishing and bookselling trade as being a step toward raising the standards of bookselling in this country to a point where special training is obtainable for those who earnestly desire to get into the business. The German book-trade has long had a practical training school, and the French book-trade established one last year.

The series is not emphasizing the literary side of books but the practical business aspects of bookselling. The Publishers' Association, realizing the importance of such a step, has guaranteed a certain amount to make it possible that the very best lecturer

could be had at the moderate fee which the College charges for its courses.

Further details can be had by addressing the College of the City of New York, 139th Street and Convent Avenue, or from the National Association of Book Publishers, at 334 Fifth Avenue, New York.

The Mid-Winter Index

THE Publishers' Association, at its annual week, January 5th, included the first of the newly planned Mid-Winter Indexes, which will give booksellers an advance index, arranged by author and title, of publications that have been announced for January and February or which were published at the end of the year of 1923. As with the Mid-Summer Index, this is intended to bridge the gap between the big semi-annual indexes of fall and spring and make it easier for booksellers to give prompt information for items asked for. Special care should be taken that this number is put in permanent file, as it will be of steady use until the Spring Announcement comes.

Booksellers' Convention

RALPH WILSON of McDevitt-Wilson Company, 30 Church Street, New York, has been appointed by President Nye the Chairman of the Program Committee for the Convention on May 12th-15th at the Commodore Hotel. Harold C. Kinsey of the Cosmopolitan Book Corporation will be Chairman of the Entertainment Committee.

Now that Christmas is out of the way, booksellers will begin to make their plans for the Convention. The Canadian booksellers are planning to hold their Convention at Toronto the week before, and it is hoped that many of the Canadians will come for the New York gathering.

The Publishers' Luncheon

THE Publishers' Association, at its annual luncheon on the 15th of January, is to have as guests Irvin Cobb, Ellis Parker Butler, president of the Authors' League, Glenn Frank, editor of the *Century Magazine*, Frank P. Hill, librarian of the Brooklyn Public Library, and Simon L. Nye, president of the American Booksellers' Association. Charles C. Shoemaker is to serve as toastmaster.

This luncheon, at the Yale Club, follows the business meeting and election of officers at 11 o'clock.

Stories of Blue Water

By A. B. De Mille

Secretary of the New England Association of Teachers of English

AN old sailor, with a face "rough-reddened by a thousand winter gales," was speaking of a friend who used to smell his way along the coast never out of sight of land. This man was caught one night on a lee shore in a howling blizzard. Not knowing what to do, he anchored and, like St. Paul's Roman sea-captain, "wished for the day." But the day was long in coming, the storm grew worse, and he veered out more cable. In the end, the weight of the cable dragged his bows under the heavy surges; his ship went down, carrying him and his troubles to the bottom. "He warn't no blue water man," commented the old sailor, "to hang on like that. I'd a worked off shore."

The real blue water sailor-man is a highly trained and most interesting person. Put him anywhere in anything that will float, and he will work off shore to safety. The record of his splendid shifts, his noble adventures, inspires some of the finest books in our literature. It is a healthy sign of the times that readers are beginning to turn again to these books, as well as to the newer attempts in the same inexhaustible field. Publishers, realizing the fact, are meeting the demand. Several of the leading houses issue sea-books of the most alluring description, sumptuously bound and beautifully illustrated, and—best of all—worthy of the fine uniform in which they are turned loose on the world.

It is easy enough to speak of the "tang of the sea," the "call of open water," the "pitchy fragrances of the old-time windjammer." These, and like expressions, are truisms, readily applied by indolent critics to every new yarn of the sea. But it is not so easy to name books in which the

qualities implied by such epithets can actually be found. Yet there are a number of books now in the shops which meet every requirement. They include both fiction and truth—the truth which sometimes records doings such as no fiction-writer would venture to put on paper.

What makes a good sea-tale? First-hand knowledge, I suppose, to begin with; the author should write from the "inside," should know what he is talking about. He should know, too, how to tell his story interestingly. This implies a good style; and here one walks delicately, because theories of style are at least as numerous as critics thereof.

Suffice it to say that the style of a sea-tale may be "good" and yet in no sense "literary." It may range from the

wholesomeness of Marryat's "Peter Simple" or the deliberate manner of Dana's "Two Years Before the Mast" thru the ornate and massive presentation of "Moby Dick" to the directness of "The Cruise of the Cachetot," the vivid sincerity of "Treasure Island," or the elusive charm that distinguishes "Youth." There must be nothing labored in the book; no grievances to be redressed, no pet hobbies to be aired. Finally, the story must be free from the uneasy self-consciousness that is to be traced in some sea-tales of recent date.

If one were building up a sea-library, he would be wise to lay his foundation with those books which have borne the pitiless test of time. They are the land-marks—"sea-marks," rather—of the type. Fortunately, most of them are to be had in fine illustrated modern editions.

The novels of Captain Marryat naturally come first to mind. They have been criticized as loose in plot, with a tendency to



FROM "THE FORTUNES OF THE INDIES" BY EDITH BALLINGER PRICE. *Century*

the conventional ending. This may be so; but in forthright strength of character-drawing and in brave adventuring they are unsurpassed. The most characteristic is "Peter Simple"; one does not easily forget that picture of the embayed frigate working off shore:

"Mr. Falcon," said the captain at last, "we must put the mainsail on her."

"She can never bear it, sir."

"She *must* bear it," was the reply. "Send the men aft to the mainsheet. See that careful men attend the buntline."

"Frank Mildmay" has the special interest of reflecting some of the author's personal experience. Like all his best novels, it is essentially a man's book.

At First Hand

From the greatest writer on naval life, we turn to the one who has compiled the most accurate and painstaking account of life in the merchant marine. Dana's "Two Years Before the Mast," Houghton, has been officially recognized as a classic by being annotated for schools. Those who do not need such official direction may read it in an illustrated edition with an excellent frontispiece showing the brig "Pilgrim" off Boston Light, on the first leg of her long voyage round the Horn. To anyone who knows the highly Americanized Pacific coast of today, Dana's pictures of the old Spanish régime possess peculiar interest.

Another noble sea-book of the same period is Melville's "Moby Dick," the most remarkable work of an unusual writer. There are now on the market several editions of this "epic of the whale," one of them, from Dodd, Mead, containing illustrations which would delight the author's heart. Alongside it, for purposes of comparison, we may set Bullen's "Cruise of the Cachetot," published by Appleton, which deals with a later period of the great whale-fishery. Now that whales are shot with a cannon from the safe shelter of a steamboat's deck, these stories of men who fought Leviathan hand-to-hand will perpetuate the romance and hardship of a vanished industry.

These writers speak at first-hand. There are also other notable sea-tales, based upon less intimate and personal knowledge, to which sailors have paid the tribute of admiration. "Tom Cringle's Log," written by a West Indian planter, has been called the best story ever written by a landsman. It comes in the *Sea Story Series* of Brentano's—a group of fortunate reprints which will appeal to the reader of today not less than did the originals thirty and forty years ago. Tom Cringle's ad-

ventures are exciting, not to say hair-raising, and they are told with the frank sincerity which was the hall-mark of sea-novelists of the nineteenth century. Our modern writers in the same field seem unable to

"recapture

That first, fine, careless rapture."

Best of these honest novelists was W. Clark Russell, whose well-deserved popularity will be revived, let us hope, by the inclusion of "The Wreck of the Grosvenor" in the Brentano Series, and by the splendidly illustrated new edition published by Macmillan. He was a voluminous writer; he even "wrote himself out," as the phrase goes, and his later work is fairly open to that delicious parody of Stephen Leacock, "Soaked in Sea-Weed." But at his best he is very good indeed; ships and sailors alike are real. One would instance further "The Frozen Pirate" (excellent title!), which up to a certain point is unique. The way in which the dead pirate is revealed to the marooned sailor is one of the most gruesome things in fiction. Stevenson's "Treasure Island" hardly needs mention, but should be listed specifically if only to call attention to the illustrations in recent Scribner editions.

Romance of Shipping

Sea-literature has other phases which demand a word or two. The history of shipping, for instance, has a romantic interest. "The Blackwall Frigates" tells the story of the famous Blackwall Yard, where ships were built as far back as 1660, and from whose stocks were launched the stately iron traders which were finally crowded off the seas by steam. "The Clipper Ship Era," a publication of the State Street Trust Co. of Boston describes the American clippers that reached their wonderful prime in the forties. The author knows a ship from truck to keelson, and does not have to resort to the "briny affectation" of the amateur. These ships had their day, and were followed by a new type which is depicted in "The Colonial Clippers." "Wool clippers," they were called; they raced from England to Australia and New Zealand with passengers and general cargo, and home again with wool. A strong personal note crops out in a narrative written by a retired sea-captain from his own logs"—"The Clipper Ship Sheila"; it is simply sketched but convincing. The same remarks are true of another "driver" of clipper fame in his book, "From Forecastle to Cabin." Sailing a square-rigger has become almost a lost art; to read these books is to know the art in its prime.

Edmund Burke paid tribute to the daring of New England seamen before the Revolution. What they did and how they did it is told in Morison's "The Maritime History of New England" published by Houghton. The account may well be supplemented by R. D. Paine's compilation "The Ships and Sailors of Old Salem" published by McClurg. Those were the days when merchant ships had to carry cannon, and their men were trained to use them. There were pirates abroad on every sea.

Pirates! It is impossible to speak of sea-tales without visualizing these blood-thirsty rogues of the four oceans. They have been invested by modern writers with a halo of romance—even of sentiment—and possess for the modern reader the charm that always surrounds the picaresque hero. To their contemporaries they seemed less attractive. What they really were like is clearly set forth in A. M. Harris's "Pirate Tales from the Law," Little, in which the ruffians are stripped of legend and stand iorth much as they appeared to the merchant seamen of their own day. Captain Kidd and Blackbeard are among the worthies described as being caught and tried in a prosaic court of law. For the antiquarian who would carry his research further, a comprehensive account is given in "The Pirates of the New England Coast," by George Francis Dow and John Henry Edmonds, published by the Marine Research Society of Salem. It is authentic and documentary, but none the less interesting for that.

Realism and Romance

Fights with pirates, however, are only part of man's age-long struggle with the sea. True stories of such warfare are vitally retold, from old logs and sea-journals, in Paine's "Lost Ships and Lonely Seas," Century. True, also, and impressive because of its hold on the grim and impersonal cruelty of the sea, is Conrad's work in "The Mirror of the Sea," Doubleday.

There are few books which offer what might be called a series of *genre* pictures. Kipling's "The Joyous Venture" recreates the life of old-time sea-faring in a really extraordinary manner. Fox's "Sailor Town Days" and Masefield's "A Tarpaulin Muster," Dodd, Mead, paint for us things that we have not realized; they give us

"The sailor, the stoker of steamers, the man with the clout,
The chantyman bent at the halliards putting a tune to the shout,
The drowsy man at the wheel and the tired lookout."

Conrad and Masefield, like Dana and Russell, have been foremast hands. Of all the moderns, they stand supreme. One would cite Conrad's "The Nigger of the Narcissus" for its stark realism; "Youth" and "Typhoon" for their artistry—all published by Doubleday. In "Youth" the burning ship and the second mate's landfall in the Eastern harbor give a new significance to topics that have often been handled before. Masefield's "The Story of a Roundhouse," Macmillan, belongs to the era of the four-masted steel clipper, and it is aboard one of these,

"the new-come beauty, stately from the sea,"

that the action of the poem reaches its tragic conclusion.

For the Up-to-Date Sea Book Collector

Coolness and daring are supposed to be part of the stock-in-trade of the blue water man, but the highest courage predicated by writers of fiction was surpassed during the Great War. The sailor, both in the navy and in the merchant service, did deeds which a novelist would hesitate to invent. An amazing list of such deeds is recorded in the book called "Q-Ships and Their Story." To most of us these "mystery ships" have been little more than a name.

The collector of sea-books can bring his knowledge down to date by purchasing "The Lookoutman," Harcourt. This is a practical and compendious summarizing, with profiles and fine colored plates, of all the varied types of the modern steam-ship. The author commands a big Anchor liner, and brings to his account the knowledge of a specialist as well as the enthusiasm of a sailor. He gives the attitude of the sailor towards the ship; he is concerned "to present a view of ships and sea-faring as seen from the deep-water viewpoint of a man on lookout.

Sea literature is as boundless as the sea horizons. But enough has been said, perhaps, to indicate something of the scope and variety of the "blue water" records, and to suggest some books which are readily available in the shops. The interested reader will carry his examination further, for he is conscious of the adventure and the mystery which gets itself into all good sea-stuff.

"I dreamed a dream of sailor town, a foolish dream and vain,
Of ships and men departed, of old days come again—
And an old song in sailor town, an old song to sing
When shipmate meets with shipmate in the evening."

Words---Empty Words

By Harold Simmons Barnes

I SEEMED to have lost the habit of reading books recently, so I dropped in at a bookstore to pick up something interesting. The array of reading matter was so varied that it was bewildering. As I stood blinking at the brilliant book jackets, a lofty young salesman approached and asked if there was anything I wanted.

"Yes," I replied, "a book."

"And what kind of book?"

"Oh, an entertaining book of some sort."

"I mean," he explained with a patient air, "do you prefer novels of modern life, Western stories, mystery tales, books of—"

"Let me see some of the more popular novels of the day," I broke in.

He stepped to a table and handed me a book entitled "Unrest." "The best seller we have," he stated proudly. "Already in its seventh large printing. The publishers are justified in their claims and entitled to do a reasonable amount of gloating."

I thumbed the pages hastily, trying to gain some idea of its contents. "What sort of book is it?" I asked.

"This is a first novel, but in maturity of thought, excellence of style, mastery of psychology, preservation of interest, breadth of humanity, presentation of the effect of environment upon actions, it challenges comparison with the best work of seasoned artists."

"You don't say," I gasped. "But what is it about?"

"It is the absorbing story of a man and a woman, who, swept by a tide of passion into deep waters, find their true souls."

"Do tell," I replied. "Have you any good detective stories?"

My mentor exchanged this remarkable volume for one labelled "The Mystery of the Gaekwar's Goblet."

"Laid in India?" I asked hopefully.

"The creator of this book," he replied impressively, "has produced a mystery story that will be read in one long, absorbing breath."

"I'm not in very good condition," I returned. "That might prove a trifle strenuous. What's it about?"

"A story of love, hate and intrigue that will keep you in suspense up to the very last page."

"What else have you?" I asked.

Exhibiting only the faintest trace of impatience, my guide fetched a third volume.

"After All" I read on its sprightly jacket and glanced at him inquiringly.

"Comprises the sweep of humanity in its theme—a story of tremendous vitality—it is as if nameless fluctuations out of the depths of a man's feeling were brought near to printed page—not a paragraph that is not luminously provocative."

"But," I exclaimed in despair, "what is it about?"

"It is the story of the love of a man and three women—" I heard him begin as I gained the door and gulped down great lungfuls of fresh, invigorating air.

My visit to the bookstore is imaginary, but the conversation of the clerk is real—that is, it is lifted bodily from the book advertisements which I occasionally scan in search of an enticing book. Invariably I lay down the book section of the paper in wrapt admiration of the vocabulary of reviewer and publisher and in profound ignorance of the real nature of the books advertised.

One of the advertising precepts which was painstakingly dinned into me was the interchangeability test—where you substitute in an advertisement the name of another product and see whether the copy fits it. In the matter of complete interchangeability, book advertisements must be the constant source of envy of Mr. Ford and his universal car. Fully eighty per cent of the book advertisements will fit any book by simply changing the title.

To confirm my opinion, I checked the book advertisements in the Fall Book-Number of the *Literary Review*. Of 296 advertisements, only 116—or 40%—could be called specific, that is, containing any statement which applied only to the book in question. This includes the advertisements of non-fiction books, which, as a general rule, are far more informative. Of the 116 specific advertisements, only 62—or 21%—were of fiction. Incidentally, it is interesting to note that only 16 out of the 296 advertisements were illustrated.

Lack of individuality, a superabundance of glittering generalities, are the chief defects of book advertising. If such phrases as "powerful, poignant, significant" and "a splendid realization of a profound conception" would not move many pairs of shoes or cans of tomatoes, is it to be wondered that they sell only one-third of a book per capita?

That type of advertising may appeal to the comparatively small group of intense cerebrates who are omnivorous book readers, but is it calculated to attract the great mass of Americans whose reading of books has at best been spasmodic since their struggles with "prescribed reading" in high school?

What a relief it is to emerge from compilations of exotic adjectives to such a definite statement as this:

"A dramatic love story played against an intensely thrilling background of the building of the Kansas-Pacific Railway in 1867—the last national barricade between savagery and civilization which ended for all time the supremacy of the Red Man of the State of Kansas—describing the many thrilling encounters between the pioneers and Indians, in which 'Buffalo Bill' Cody and General Custer played an important part."

And this:

"The account of the voyage and adventures of three young men in a small sailing yacht from the Clyde in Scotland to Constantinople. The author is a novelist who is able to express the romance of the sea and of little known ports and islands."

In this the economy of words is more enticing than a score of superlatives:

"The charm of a New England seaport—the thrilling romance of clipper ships . . . the distant glamor of Eastern trade—make this story one of singular interest."

While this indicates the type of story without giving away the plot:

"— tells of a girl who went back home to 'rescue' her mother from the narrow life of the Small Town—and how the Small Town took her city airs away from her. It is the story of folks you know in your old home town—good folks, bad folks, average folks, big-hearted folks, broad-minded folks, small-minded folks. Just folks. You—and your neighbors."

That is compelling advertising. It makes you want to hear more. And I stoutly maintain that a book does not have to be of the sensational variety in order to provide material for compelling advertising. Take any book you like—"Rebecca of Sunnybrook Farm," "David Copperfield," "Little Lord Fauntleroy," "The Hoosier Schoolmaster"—and you will find in it characters and situations which will attract and hold

TIME FOR NEW TACKLE



From *The Retail Ledger*.

the great multitudes whom the book publishers would so gladly number among their readers.

"How is it that novelists, who seem to expect so much reading of the rest of us, require so little of the people in their books? Most literate adults plow thru a good many volumes in the course of a year, working them in, when pressed for time, at odd moments on trains, subways, and Sundays at home. Even the tired business man reads something—if it be only what Mr. Dell calls 'an Ethel M. Dingle novel.' Yet the men and women of our fiction, tho they seem to have both more leisure and more money to spend on literature than we, seldom read anything at all. No modern hero is in danger of becoming mentally unbalanced, like poor old Don Quixote, thru an insatiable appetite for romancers—or realists either.

"While the people in their products get off so lightly, it is hardly fair that publishers should preach at us from the text, 'Buy a book a week.'”—Helen McAfee in the January *Bookman*.

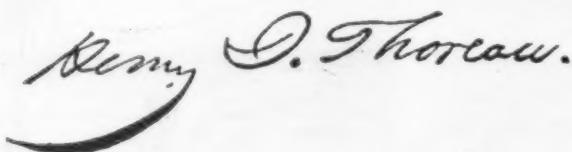
AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists*

Edited by Merle Johnson and Frederick M. Hopkins

Number 58

HENRY DAVID THOREAU 1817—1862



Compiled by Francis H. Allen

- ALL of Thoreau's books except the "Week" and "Walden" were published posthumously, but the greater part of the material in the other major works exclusive of the Letters and those made up from the Journal was published in periodicals during his lifetime.
- A WEEK ON THE CONCORD AND MERRIMACK RIVERS. *Boston and Cambridge: James Munroe and Company. 1849.*
- WALDEN; OR, LIFE IN THE WOODS. *Boston, 1854.*
- EXCURSIONS. *Boston, 1863.*
- THE MAINE WOODS. *Boston, 1864.*
- CAPE COD. *Boston, [1864].*
- LETTERS TO VARIOUS PERSONS. *Boston, 1865.*
- A YANKEE IN CANADA, WITH ANTI-SLAVERY AND REFORM PAPERS. *Boston, 1866.*
- EARLY SPRING IN MASSACHUSETTS. *Boston, 1881.*
- SUMMER. *Boston, 1884.*
- WINTER. *Boston, 1888 [1887].*
- AUTUMN. *Boston, 1892.*
- MISCELLANIES. *Boston, 1894 [1893].*
- FAMILIAR LETTERS OF HENRY DAVID THOREAU. *Boston, 1894.*
Large paper, 150 copies.
- POEMS OF NATURE. *Boston, New York and London, 1895.*
- JOURNAL. Edited by Bradford Torrey. 14 vols. *Boston, 1906.*
Manuscript Edition, 600 copies. Part of a 20 volume set. This is Thoreau's Journal printed in *extenso* and includes matter contained in "Early Spring," "Summer," "Autumn," and "Winter."

* * * *

- SOME UNPUBLISHED LETTERS OF HENRY D. AND SOPHIE E. THOREAU: A CHAPTER IN THE HISTORY OF A STILL-BORN BOOK. Edited by Samuel Arthur Jones. *Jamaica, N. Y., 1899 [1898].*
- THE SERVICE. Edited by F. B. Sanborn. *Boston, 1902.*
- THE FIRST AND LAST JOURNEYS OF THOREAU. Edited by F. B. Sanborn. Printed for the Bibliophile Society. *Boston, 1905 [1907].*
- SIR WALTER RALEIGH. Edited by H. A. Metcalf with Introduction by F. B. Sanborn. Printed for the Bibliophile Society. *Boston, 1905 [1907].*
- UNPUBLISHED POEMS BY BRYANT AND THOREAU. Containing "Godfrey of Boulogne," by Thoreau. Edited by F. B. Sanborn. Printed for the Bibliophile Society. *Boston, 1907.*
- THE SEASONS. [Mesa, Ariz., 1916.] A schoolboy composition. 250 copies printed for Edwin B. Hill.
- TWO THOREAU LETTERS. [Mesa, Ariz., 1916.] 250 copies printed for Edwin B. Hill.
The following books contain first-edition material of Thoreau:
- ÆSTHETIC PAPERS. Edited by Elizabeth P. Peabody. *Boston, 1849.*
- ECHOES OF HARPER'S FERRY. By James Redpath. *Boston, 1860.*
- TRANSACTIONS OF THE MIDDLESEX AGRICULTURAL SOCIETY. *Concord, Mass., 1860.*
- THOREAU, THE POET-NATURALIST. By William Ellery Channing. *Boston, 1873.*
(Contains many extracts from Thoreau's manuscript journal very loosely quoted.)

A MASQUE OF POETS. Edited by George Parsons Lathrop. *Boston*, 1878.
 HENRY D. THOREAU. By F. B. Sanborn. *Boston*, 1882.
 CONCORD LECTURES ON PHILOSOPHY. Edited by Raymond L. Bridgman. *Cambridge*, 1883.
 THE PERSONALITY OF THOREAU. By F. B. Sanborn. *Boston*, 1901.
 DANIEL RICKETSON AND HIS FRIENDS. Edited by Anna and Walton Ricketson. *Boston*, 1902.
 FIFTH YEAR-BOOK OF THE BIBLIOPHILE SOCIETY. *Boston*, 1906.
 THE LIFE OF HENRY DAVID THOREAU. By F. B. Sanborn. *Boston and New York*, 1917.

The following titles are reprints, THE SUCCESSION OF FOREST TREES, WILD APPLES, AND SOUNDS; LIFE AND FRIENDSHIP; A 'HAPPY LIFE; NOTES ON NEW ENGLAND BIRDS; ANTI-SLAVERY AND REFORM PAPERS; ON THE DUTY OF CIVIL DISOBEDIENCE; KATAHDIN AND CHISUNCOOK; WALKING and CANOEING.
 A BIBLIOGRAPHY OF THOREAU. Compiled by Francis H. Allen. *Boston*, 1908.

A Bookseller's Diary

A Proprietor of a Retail Book Shop Tells How He Spent a Busy Fortnight

Monday, January 14th

CLEARANCE sale counters rearranged for their last three days.—Last call given clearance fiction at 50c.—Wrote ad for Thursday morning paper about Franklin's "Autobiography."—Planned new fiction window for Friday night.—Read Health article in January 5th *Publishers' Weekly* and made notes to give promotion a full trial.—Talked orders and selling plans with two travelers; Jones pointed out value of Valentine band of the Year-Round Committee.

Tuesday, January 15th

WENT over complete figures for 1923 business.—Not bad in result but must have better cost system.—Decided to spend a little on new fixtures.—Signed last checks on fall bills (used to do this in February).—Interviewed president of "The Players" about Drama Week displays.—Talked with salesmen as to plans for Health Book promotion next month and ordered in titles for special promotion—Had evening with Arnold's "Ventures in Book Collecting."

Wednesday, January 16th

TALKED with my best two salesmen about last year's business and next year's salaries.—Shall give increases, also bonus out of year's net.—Put all pressure on last of clearance.—Was interviewed by newspaper on "What Our Women Read."—Tried out new window lights; they give better concentration of the display.—Telephoned second-hand book dealer to come in and make offer on three hundred left overs from clearance.

Thursday, January 17th

Saw that last vestige of sale was cleared away—Fixed up Home Library corner with model home collection.—Talked plans with head of children's section; she had good ideas for cooperation with schools next month.—Gave talk at Rotary Club on "Franklin and his Autobiography."—Got good mail-order idea from New York traveler.—Analyzed last year's figures and decided to increase newspaper advertising.—Had evening with sheets of new novel.

Friday, January 18th

SPENT morning studying out improved method of handling special orders as this department had slipped up several times.—Ordered Health Book posters from Year-Round Bookselling Committee.—Ordered a thousand imprint list of "Popular Books on Health" from *Publishers' Weekly*.—Placed Bible order.—O. K'd proof of regular Saturday morning ad.—Store meeting for all at 5:30.

Saturday, January 19th

WROTE to Congressman favoring Merritt Price Standardization Bill (H. R. 6). Placed two spring orders.—Shall try new promotion on three of last fall's favorite biographies.—Printed new forms for taking special orders.—Encouraging day in sales totals; several sets, many children's books.—Laid out stock for Drama Week counter.

Sunday, January 20th

WAS appointed chairman of committee to revise Sunday School library on new lines.—The minister quoted from book

we discussed last week.—Took children to walk after sundown and studied the new guide to stars.—Attended "Literary Vespers."—Read *Literary Review*.

Monday, January 21st

APROVED plans for a couple of new counters; they will make fiction displays more effective.—Sent salesman out for morning canvass on new business book; he is to give two hours a morning for a week.—Arranged for a telephone message to 30 picked customers about new book of plays.—Devised method of showing picture books; there'll be less soiled stock.

Tuesday, January 22nd

BLIZZARD; drummed up some fiction orders by telephone and sent boy with prompt delivery.—Planned ad urging people to send books to sick friends.—Snow-bound traveler of dictionary publisher gave our staff an hour's talk on sales points for developing dictionary business.—Cleaned up desk and unearthed some good sales plans overlooked last year.

Wednesday, January 23rd

STORM still hinders business, everybody on toes to close every possible sale and to get off sales letter.—Yesterday's dictionary sales talk bore fruit in 2 twenty dollar sales.—Am impressed with the extent of the home reference book business awaiting attention.—European travelers are beginning to buy for next summer's trip.—Checked up travel stock.

Thursday, January 24th

LEASE comes up for renewal March 1st.; I find present rent was less than 5 per cent of last year's total sales; the increase demanded may make it 7 per cent until sales again increase; shall ask for 10 year lease.—Got good idea for valentine card to increase book sales.—One new January novel has caught on; telegraphed re-order.—Signed request for special display material for fine new travel book.

Friday, January 25th

DISCUSSED with salesmen problem of the returned book; decided on liberal policy but with absolute curtailment in case of 2 customers who have been exchanging fiction too regularly.—Salesman of flexib' library suggested new plan for keeping stock clean and attractive on the shelves; books not held erect lose their shape.—O. K'd ad for Saturday paper playing up "Fireside Travel."—Find winter good time

for star books; put a couple in show case opened to chart.—Store meeting at 5:30; discussed problem of turnover, last year's turnover was 3.1.

Saturday, January 26th

SICKNESS of two salesmen brought strain on selling efficiency but came thru busy day well.—Might be well for salesmen to exchange specialties once in a while so that all salesmen would know all stocks.

Sunday, January 27th

GAVE talk before Men's Class on modern translations of the New Testament.—Talked with Sunday School teachers about the proposed library.—Went to "Literary Vespers."—Read *The American Mercury*.

Book Repair

ONE of the largest dealers in old and rare books in England has been gathering data on the care and repair of old books, an edition of which has been secured for sale in this country by the *Publishers' Weekly*, the price being 50 cents; "The Library Handbook" by W. Haslam.

There are chapters on the handling of damaged books, old engravings and old manuscripts, with a collection of useful recipes such as how to remove writing ink, India ink, how to make a good varnish, how to remove grease spots, etc. The book is not intended to take the place of putting the work in the hands of the professional binder, but to aid the bookseller and book collector in some of the simple restorations that will preserve books or put them into better shape for sale.

Catalogs in Limited Editions

THE Beach Bookshop in Indianapolis issued a Christmas catalog, to which were contributed many special articles, including a poem by James Branch Cabell, and the edition was printed on hand-made paper, limited to 177 copies and signed by Mr. Beach. This limiting of the edition of a bookseller's catalog is a new suggestion in book promotion. The character of the contributions will make it very much prized by those who receive it, but, as Christopher Morley said in his column, in commenting on this, "This is one of the purest examples of restraint we have ever heard of, for we should have imagined that the more catalogs, the more business."

Bringing Books To Guilford

By Andrew Millar

CHAPTER XI

The First Display Window

AH, that first window! The joy of it, the doubts and the questionings, the sense of possible failure and of triumph! Seldom has a window been trimmed which seemed to mean so much to those who were putting it in. Paul had planned many things for it very carefully. He had used his little note book and made so many different diagrams that you might well have thought that he was planning the schedule for the window trims for an entire season instead of just one display. When it had come to the putting of the plans into execution, Paul found himself at a decided disadvantage and he counted himself most fortunate to have the help of the generous Burton. Paul's previous experience as far as window trimming was concerned had been limited to bringing books from the stock-room at Mr. Kirkland's store

and passing them to Elmer Cosgrave, who had charge of making displays. When Paul had rendered this valuable if humble assistance, the building of the display had not appeared hard. Elmer had placed various combinations of books with a deft hand and an eye for harmonious arrangement and he had done this so long that the thing looked easy. Paul found that the actual practice was a different matter and he frankly admitted to George Burton that his first window would surely have been a sad jumble without the kindly aid of the hardware man. The two stayed in the store long after midnight. This might not have

been necessary had the window really been trimmed only once, but careful tabulation of the various changes made would show at least three complete trims, besides numerous minor changes. It was truly a wonder that the hinges on the door did not give way, so many times did the two young men go out to get a customer's view and to engage in the most solemn conference as to whether this pile of books looked better where it was or in a suggested spot about a half inch farther back.

At about one o'clock, when the window had at last approached completion, Barney Halligan, the policeman on the beat, stopped to see what it was all about. He was highly doubtful of the success of a bookstore, mainly because he could not visualize himself in the rôle of a customer. He dwelt at length upon the desirability of an additional all-night restaurant to Guilford's now painfully limited supply. It seemed that a certain Joe Porter now monopolized this industry, and secure in his monopoly, was

The Story So Far

Paul Traynor, with a five thousand dollar legacy and some summer-vacation experience in bookselling, has established a shop in Guilford, a small city without any book outlets except the few popular copyrights carried at the drugstore.

Thru the advice of Mr. Kirkland, the bookseller of his home city, Paul has avoided most of the mistakes and pitfalls into which a novice in bookselling is liable to fall.

He has had encouragement from a number of the town's influential citizens, but has also found one of the local retailers hostile to his undertaking. He has everything in readiness for the opening of his store on the first of September.

not rendering the service esteemed proper by Mr. Halligan.

"I can't buy no books offen ye," observed Halligan, "but I'll keep me eye open so no burglars steal your money, if ye ever get any." Mr. Halligan laughed loudly at his own sally, and Paul laughed, too, understanding that the police force has many opportunities to render favors and that enlisting the interest of officers is always worth while.

George had painted a neat, attractive little sign, for which Paul had furnished the wording and this was set in the middle of the window where no eye could miss it.

OPENING OF PAUL TRAYNOR'S BOOKSTORE
Guilford Needs a Bookstore
 It is our aim to supply that need
 We invite your attention to our varied line of
 the best in modern and standard books
 Buy Books For Yourself Buy Books For Gifts

Around all sides of this announcement, books and stationery were suitably arranged, prominence being given by means of a series of steps on each side, these steps being made mainly from odd-pieces of shelving material which had been left over.

"You don't need a whole lot of fancy equipment," said George. "A window trimmer has got to be like a property man in the theater—he has got to make a whole lot of things do. A good window trimmer never throws anything away. The most useless junk seems to come in handy some time or other."

Paul worked most thoroly with George. He realized that the job of putting in succeeding windows was distinctly up to him and he was determined to make the very most of the friendly instruction that George gave him. It is safe to record that he did profit greatly by what George showed him and the second window when it came along was by no means bad and certainly compared very favorably with the run of Guilford merchandise windows, but that is not very high praise.

The question of price tickets or no price tickets for the first window was debated and in the end Paul agreed that George's summing up of the situation was correct.

"I'm a believer in the price ticket," said George. "And if I hadn't been in the first place, I would be now, because the boss has certainly drummed it into me a lot. We price pretty nearly everything we put into the window. I think perhaps we overdo it. But if you exhibit goods without giving some information about the price you are telling only half the story. In a town like Guilford, 'How much is it?' is mighty important. Now take your window as an example. A passerby sees a book which interests him. You have a price ticket on it. He can decide at once whether it is within his means. 'But,' you say, 'he can come in and inquire.' Yes, but that is exactly what he does not wish to do. He fears that the price may be too high and that he will be embarrassed by declining to make the purchase. So, as I say, I believe in the price tag in most displays. If you are catering to a wealthy trade to whom price is a minor consideration, the price tag is unnecessary and out of line. Yes, I would use price tags very freely."

"Now, we come to the question of this first window. What are you trying to do? You are trying as simply as possible to tell Guilford that you are opening a bookstore, that the town needs a bookstore. I may be wrong but as I size it up, to use price tags this week would divert attention from the store to the particular book. Let's make this window tell Guilford one thing—and just one thing. 'Guilford has a new bookstore.' Your next window can discontinue the message and demonstrate that books are moderate in price. Of course, I'm only giving you my own opinion but I'd say no price tags this week, but plenty next week."

After thinking the matter over Paul came to the conclusion that George was right and so that first display was designed to announce the opening of the store, rather than to make a selling appeal in the interest of any particular book. Paul had learned by now that while George had not made a striking success of life so far, he was nevertheless quite a thinker, cautious about coming to decisions but well able to defend them when made. Perhaps George might have got farther had he been impetuous rather than deliberate. However, be that as it may, his ability to view many sides of a subject proved of a good deal of benefit to Paul in many instances.

The window was a fairly good-sized one about fourteen feet wide and of good depth. The entrance, a single door, was at the left of the window and allowed a side view to those going into the store.

It was with a feeling of decided satisfaction that Paul locked the door for the night. After that, however, he and George surveyed the result of their handiwork for at least ten minutes before turning off the light.

"I think it is a very fair window," said Burton, judicially. "Of course, this is an entirely new game to me, but, after all, window trimming is window trimming."

"I know one thing," said Paul, "and that is that I can never even begin to repay you for all that you have done for me."

"Yes, you can, too," said George, "and we can liquidate the debt right now and I'll give you a receipt in full. Then that's over and done with."

For a moment Paul wondered what settlement George might suggest.

"We can go over to Joe Porter's, whose eatables are not recommended by Officer Halligan, and you can buy me two doughnuts and a glass of milk and you have paid your account in full."

Authors' Visit To Cleveland Builds Sales

ACH year, Veronica S. Hutchinson, head of the book department of Halle Brothers, Cleveland, Ohio, brings several popular authors from different parts of the United States to autograph books and to meet her customers. Miss Hutchinson obtains a great deal of valuable newspaper and local magazine publicity by arranging for the authors to address Cleveland organizations and to talk over the radio.

This year, Basil King traveled from his home in Cambridge, Mass., to meet his readers at Halle Brothers and to autograph his new novel, "The Happy Isles." As usual, Mr. King's readers rallied about him and as always, his gracious personality and keen talks attracted much favorable attention.

The latest guest of Halle Brothers was Fannie Hurst, who on December 7th, addressed the Temple Woman's Organization of Cleveland; on December 8th, at noon,



FANNIE HURST

spoke before the Men's City Club; and from two thirty until five thirty of the same afternoon, autographed her new novel, "Lummox," for a crowd of readers who thronged the department until the store closed.

At the Temple Woman's Organization, more than a thousand women waited after Miss Hurst's address, to shake her hand and to discuss her methods of work. At the Men's City Club, she spoke before an equally large audience—the first time a woman had ever addressed the organization.

The newspapers announced that Miss Hurst would autograph books on Saturday afternoon and preceding Miss Hurst's radio talk Friday evening, the announcement was broadcast. More than seven hundred copies of "Lummox" were sold in several hours Saturday afternoon and Miss Hutchinson pronounced the visits of such popular authors an immense success.

The French Vocational School of Bookselling

THE bulletin of the "Maison du Livre Français" announces the opening of a new school for booksellers about the middle of this month. The following is the program of studies and the conditions of admission as they have been approved by the administration council of the M. L. F. These classes are for beginners while the series of lectures last spring were for those already in the business.

What the Book Business Is

What is a book?

The author, the publisher, the bookseller.

Publishing

How a book is made.

Paper.

Type-setting.

Printing.

Illustration.

Stitching, binding and fine binding.

Marketing the Book

Publicity. How the publisher announces his books.

How the publisher sells: 1st, to the public; 2nd, to the bookseller.

Selling terms. Discounts.

Consignments.

Laying out and checking up.

Invoicing. Shipping labels.

Wrapping.

Shipping.

Returns.

The Retail Bookstore

The principal classifications of books.

The principal French publishers and the characteristics of each.

How the books are arranged.

Selling to the public.

Looking on the shelves for the book wanted.

Reordering the books sold.
 Taking special orders.
 How to locate what the customer wants.
 Bibliography.
 Different kinds of customers.
 How to attract customers. Bookstore publicity.
 How to receive customers.
 Bookstore accounting.
 Opening and checking shipments. Returns.
 The bookseller's agent. The Maison du Livre Français.

This program will be carried out in its entirety during the six months of the course. The number of lessons apportioned to each division cannot be determined exactly. It will be for the teachers to arrange this as they find necessary so that they may keep within the appointed limits. One subject may prove difficult for the students and need to be repeated. This is why the time given to each lesson has not been fixed.

It must be understood that this is a practical school of apprenticeship, that is, a school to which the students come not for the sake of taking a course, but in order to receive instruction given by a professor by means of oral explanations and practical exercises. A good part of each lesson will be given up to questions about what has already been learned. The students will not have home-work to do, but the school will supply them with all the material they can use in the way of catalogs, prospectuses, specimens, etc., so that they can supplement at home the technical instruction they receive at the school.

Schedule

The vocational school of bookselling will open Jan. 15, 1924. It is a six-months' course, from Jan. 15 to July 15, one hour a day, six days a week. The classes will be held from six to seven o'clock at night.

Entrance Requirements

Applicants for the school must be boys or girls of at least fifteen years of age who have had sufficient preliminary instruction. To insure this, they will be obliged to take an examination in the following subjects:

1st. Short composition on some general subject, which will serve at the same time as a specimen of handwriting.

2nd. Problems in arithmetic.

3rd. The geography of France, its colonies and the principal foreign countries. Land and sea lines of communication.

The examinations need not be taken if the applicants have, at least, the first part

of a baccalaureate degree course, a high school certificate, or a diploma from a business school.

Tuition Fees

The expenses are fixed at forty francs a month.

Scholarships

Scholarships are available for students whose parents cannot afford the tuition fee.

Openings for the Students

An employment bureau will be organized at the school to help deserving students to get positions in publishing or bookselling establishments.

International Amenities

THE London *Times* of last September carried a very bitter letter from Ernest Law, complaining of the injuries that English authors suffer at the hands of dishonest American authors who steal the fruit of their researches and use their pictorial matter. Mr. Law was referring to a comparison he had just made between his book on "Shakespeare's Garden" and the one published by the Century Company and written by Esther Singleton called "The Shakespeare Garden."

It proves that Mr. Law was unfortunate in his assumption that the error lay on Miss Singleton's side. It happens that the manuscript was in the Century Company's hands in November, 1921, before Miss Singleton could have seen Mr. Law's book on the same subject. The spring following Miss Singleton learned that the gardens in Stratford-on-Avon had been restored according to Elizabethan traditions. In trying to get photographs of them, she found that none had been taken, but they were taken at her request and delivered here in August, 1922, with a bill, which was paid by the Century Company. The photographs, having once been taken, were sold in England, also, and Mr. Law selected from these photographs. Another complaint was of the use of the portrait of Nicholas Leate. This again had to be photographed especially for Miss Singleton, and the keeper of the National Gallery stated that it was the first time it had been photographed.

Moreover, Miss Singleton points out, there could be no copyright on the title, as it is the almost inevitable title for any book discussing the subject and had been used several times before. Miss Singleton has asked the London *Times* to carry the corrected information.

College Course in Retail Bookselling

PLACE: The College of the City of New York, Convent Ave. and 139th St., New York City.

TIME: 16 Thursday evenings from February 7th, 7.30 p. m. to 9.15.

LECTURER: Temple Scott. Also special lecturers, demonstrations and discussion.

AUSPICES: The National Association of Book Publishers, cooperating with the College.

COST: \$10.00 for 16 lectures. Mailed to College.

ADMISSION: Any mature person interested in bookselling.

The Prospectus of the Course reads as follows:

The Aim of the Course

Between the creative genius of authors and the reading public lies the industry of publishing and selling books. Booksellers have rendered great service to the community in that they have stimulated the public to buy literature. Of course they have also secured for themselves proper remuneration in the form of profits. The aim of this course is to prepare people to enter this attractive and profitable field and to enable those already in it to carry on their work more intelligently and effectively.

The Lecturer

The College and the National Association of Book Publishers have placed the direction of the course in the hands of a man peculiarly qualified to give the novice a thoro preparation for book salesmanship and also to reveal to the publisher, manager and store proprietor long in the industry new possibilities of development. Temple Scott, bookseller and publisher "almost from birth," as he says, has that rare combination of wide knowledge of books and practical experience, with the power of a stimulating lecturer. Many years of experience as an expert on rare books in England and America, several years with Brentano's, manager of the John Lane Co. in the United States, literary adviser of a number of publishing houses—these are only a few outstanding features which make Mr. Scott a pre-eminent authority in the book-trade.

To Temple Scott the distribution of books is neither a business nor a profession, but an art. He exemplifies the axiom that one must love a task to do it well;

it is his positive affection for his life-work which impresses itself on those who are associated with him and on those who hear him instruct and expound. He is expert in the various details of his art, but none knows whether type-designing, printing, or binding engrosses him more than any other single factor. The art of the book as a whole—content and form—is an entity to him. Just as the ancients demanded a sound mind in a sound body, to Mr. Scott it is imperative that literature receive adequate physical expression.

In the matter of book distribution, that is, conveying authors' ideas to their public, altho not animated by the ideals of the modern merchandiser who sells solely for profit, he is alive to the commercial aspect of what must, of necessity, be a commercial matter. In his view it is not only possible to reconcile business with high aspirations, but business may be exalted by the manner of its practice. Mr. Scott's enthusiasm is potent. It passes over into the listener; he inspires while he instructs. He knows books and loves them, and when he leaves a class they, too, love books and know how to proceed to a fuller knowledge of them.

Synopsis of the Course

A. The Business and Profession of a Bookseller

Lecture 1.—The nature of the bookselling business—its place and value to the community—relation of bookstore to other organizations such as Public Library, Board of Education and school associations, churches, clubs, etc.; the special services it renders; the difference between book merchandising and other merchandising; the bookseller in his capacities as a dealer in a commodity and as a guide to readers of books; the various demands that are made on him in the exercise of his business, and the requirements necessary to meet those demands; the special qualifications necessary to success in bookselling; the means and methods by which to acquire those qualifications; the book-shop as a bureau of advice and information; the bookseller as a distributor of literature, and as an educator.

Lecture 2.—Historical sketch of the rise and progress of bookselling; early booksellers and their methods of trading in manuscripts prior to the invention of printing; types of booksellers since the invention of printing; the modern book-shop as

distinguished from the old-time shop; the department store book-shop; the dealer in current books and the dealer in rare books; the special qualifications for each of these defined and contrasted; growth of religious book depositories, gift shops selling books, special children's book-shops; rental libraries.

B. Organizing and Stocking a Book-shop

Lecture 3.—Choice of location; small towns and large cities; types of stores; assistants and apprentices; stocking a shop for (1) a large city, and (2) for a small town; considerations which weigh in buying from publishers: (1) new books on first publication, and (2) books for stock; various classes of publishers, and the distinguishing characteristics of their publications; business and personal relations between the bookseller and the publisher; service of jobbers; discounts and terms of credit, for the Eastern towns and for the Western towns; local conditions which may affect the nature and the extent of the buying from publishers; copyright books and non-copyright books, both at home and abroad; buying and selling "remainders"; subscription books.

Lecture 4.—Bookkeeping for booksellers; keeping of accounts with publishers and customers; value of maintaining personal credit, and the giving of credit to customers; stock-taking and inventory making for annual balance sheets and for purposes of continual replacement of stock; systems of marking stock; budget analysis; handling cash; special orders. (Supplemented by lecturer from Business Department of College.)

C. The Classification of Books

Lecture 5.—The necessity for classification; its value and purpose; the principles of classification; survey of various systems of so-called scientific classification of books—the special requirements of a classification of books as distinguished from those for a library; a proper classification a great factor in the selling of books; special departments and location; shelves and tables carrying out idea; specialists in charge of children's books, religious books, etc.

Lecture 6.—Arrangements and order of shelves and bookcases in a book shop; space a necessary factor in the arrangement of the various classes of books; tables; counters; special featuring of books for selling purposes on stands and moveable frames and "skids"; space for reserve stock; space for valuable books; drawers and glass cases; office; reference desk; receiving and shipping departments.

D. The Merchandising of Books

Lecture 7.—Salesmanship: its psychology and practice; the value and *importance of personality* in book selling; the personal nature of the book selling business; attitude of book-buyers toward the bookseller contrasted with the attitude of buyers of other merchandise toward sellers; intimacy of relationship between bookseller and book-buyer a necessary consequence of the nature of the transaction between the two; advantages and dangers attending this relation; staff meetings of clerks; trade associations such as American Booksellers' Association and the College Bookstore Association.

Lecture 8.—Presentation of the books in the store-window dressing; physical aspect of the store; publicity methods; use and display of posters and printed material; use and display of authoritative reviews; catalogs; circulars; letter-writing; house organ; special sales; special displays for important events and historical occasions; taking advantage of the public interest in matters and subjects which books can satisfy; trade helps of National Association of Book Publishers; mail-order department; special displays of books in fine binding.

E. Specializing in Bookselling

Lecture 9.—Conditions which make for specializing in bookselling; personal predilection an important factor; local conditions which may influence the success of specializing in bookselling; school books and textbooks selling; the College Bookshop; technical books; religious books; business books; copyright and importation restrictions; rental library service.

Lecture 10.—Bookselling in various departments of literature; value of a reputation for dealing in a special class of books; books on Occultism and New Thought; books on art; books on philosophy and comparative religion; the Juvenile Bookshop; foreign literature, both in English translations and in the original languages; books on economics, politics and sociology.

F. The Tools of the Bookseller's Business

Lecture 11.—The advantages and use of reference books; list of reference books, and the special services rendered by each; catalogs; trade organs; periodicals; illustrations and demonstrations in the use of these tools. (Demonstration of use of tools; distribution of samples.)

Lecture 12.—Reviews of books in the newspaper press, their values and uses for bookselling purposes; the various "literary

supplements," their qualities analysed and estimated for trade uses; importance of keeping *au courant* with the best opinions on new books; value of English reviews; value of private reading; authoritative estimates of literatures of the world; value of prefaces and introductions in books; the bookseller's business and personal library.

G. The Making of a Book

Lecture 13.—Sketch of the history of printing; the manuscript; its preparation for the printer; printers' types and their qualities for book printing; proof correcting; press work; paper: its various qualities and sizes; explanation of the various sizes of books; binding in various materials; special bindings; illustrations; various modern processes for printing and illustrating books.

Lecture 14.—Printing in the past and printing in the present; modern machines for composing and printing; the Mergenthaler and Lanston Monotype composing machines; various printing presses; explanation of the various technical terms in use among the trades engaged in the manufacture of a book.

H. The Rare-Book Business

Lecture 15.—Origin of the rise and growth of the rare book business; qualifications for its successful enterprise; bookselling in the past and the present; manuscripts prior to the invention of printing; incunabula; first editions; illustrated books; sporting books; Americana; association books; fine bindings; private presses; extra-illustrated books.

Lecture 16.—How to sell rare books by means of a catalog; conditions which make for rarity and value of books; changes of fashion in book collecting; opening up of fresh fields for the satisfaction of the collector's passion; the values of rare books; conditions which affect their values; the auction room, reference library for the rare book dealer.

Correlated Courses

Some of those enrolled in this course may wish to pursue related literary or business courses, offered on other evenings at the College. Interest might be shown in:

Currents in Contemporary Literature,

Professor Stair

American Literature, *Professor Otis*

Contemporary English Drama,

Professor Stair

Great Literary Classics,

Professor Crowne

Modern European Literature,

Professor Coleman

General Psychology, *Professor Turner*
 Accountancy, *Professor Brett and others*
 Economics, *Dean Robinson and others*
 Business Organization, *Dr. Bradford*
 Advertising, *Mr. Holbrook*
 These are but suggestive; complete bulletins
 may be had at the College office.

The Last Bowling on the Green

WHEN Cyrus H. K. Curtis took over, January 1st, the publishing of the New York *Evening Post*, its appearance, on January 2nd was the first indication that its many loyal readers had of how complete would be the change in the character of the newspaper.

Mr. Curtis intends to mould the paper to fit the interests of the business man by giving very complete foreign news, business notes and special correspondence. The liberal and literary flavors of the old *Post*, which have made it one of the country's most individual newspapers, are discontinued. Simeon Strunsky will now be editorial writer on the *New York Times*, Christopher Morley resigned, in order to devote himself wholly to literary work, and several other familiar signatures are missing.

Since Mr. Morley came from Philadelphia, where he had for a couple of years conducted a column on the *Public Ledger*, to edit his column in the New York *Evening Post* called "The Bowling Green," it has been one of the outstanding influences in the development of a richer and more human interest in literature of the past and of the present. Few writers, either in newspapers or periodicals, have had such direct influence on the readers or such loyal following.

Much of the material that has appeared in this column has been gathered up into different books, such as "Shandygaff," "Pipefuls" and "The Powder of Sympathy," and the last volume, "Inward Ho!" shows how literature of high order may be produced under the inspiration of the needs of a daily column. Mr. Morley's sympathetic understanding of publishing and bookselling has always, in the eyes of the trade, given a very broad and pleasant flavor to his book comment. He has been looking forward to the time when he could give up the daily requirements of a newspaper, and American publishing may be the richer by his retirement; at the same time, there will be a country-wide audience that has followed "The Bowling Green" which will deeply regret that the column will no longer make its daily appearance.

Canadian Publishers Meet

Discuss Trade Conditions and Elect Officers

By W. A. Craik

CANADA'S new copyright law and impending changes in the sales tax law were chief subjects of interest at the annual meeting of the Publishers' Section of the Toronto Board of Trade, the body representing the principal book publishing interests of the Dominion. In a review of the year's developments, Thomas Allen, chairman of the Section, gave the following account of conditions in the Canadian book-trade:

"The year now drawing to a close brings with it the natural increased business which is peculiar to the book-trade at this season, altho the volume of turnover is not as great as we would experience if we were passing thru a period of general business prosperity. Whilst the trade as a whole has been very quiet thruout the year, there is an optimistic spirit prevailing. It is felt that the low water mark has now been passed and that the trend of business will show an improvement. As has been so frequently mentioned, books are necessities as well as luxuries, consequently we do not suffer as much as some lines when a depression occurs. Then again, the permanency of a book as a gift appeals largely to the public and helps to stabilize the sales of the bookseller. Too much stress cannot be laid upon the comparatively low price at which books can be secured, not only for the desire of obtaining amusement, but also for educational purposes. We look to the new year with confidence in the hope that it will usher in a larger demand on the part of the public for books."

Referring to the Canadian Book Week, Mr. Allen said that it had been a pleasure for the publishers to cooperate with the Canadian Authors' Association in its endeavors to stimulate interest in Canadian books. The movement was gaining impetus each year and was resulting in the cultivation of a greater appreciation among the public of Canadian literature. Along somewhat similar lines was the cooperative advertising plan undertaken by the publishers in conjunction with some of the retailers in certain parts of Canada. The hope was expressed that the scheme would be embarked upon in a more enterprising manner in 1924 with increased results.

Advertising to the new sales tax, Mr. Allen expressed the belief that the regulations would prove very difficult of operation and it would not occasion surprise to see the law repealed at the next session of Parliament. He stated that a special committee of the Section had been appointed to go into the question of endeavoring to secure the exemption of books from the tax.

In conclusion Mr. Allen dealt at some length with the new copyright law outlining the steps that had been taken by the Section to safeguard the interests of the Canadian book-trade.

The meeting devoted some time to a consideration of how the new sales tax should be adjusted as between the publisher and the bookseller and also discussed possible action in the event of the new copyright act coming into force without the conclusion of a reciprocal arrangement between Canada and the United States.

The election of officers for 1924 resulted as follows:—Chairman, S. B. Watson, Thomas Nelson & Sons; Vice-chairman, F. F. Appleton, Hodder & Stoughton Limited; Secretary, F. B. Tolchard; Executive Committee, Thomas Allen; H. S. Eayrs, Macmillan Company of Canada, Limited; S. B. Gundy, Oxford University Press; John McClelland, McClelland & Stewart, Limited; G. J. McLeod, G. J. McLeod, Limited; T. F. Pike, Longmans, Green & Co.; E. W. Walker, Ryerson Press, Limited.

A Library of Poetry

A PROPOSAL that an independent library of poetry be established in New York for public use and in the service of scholarship has been made by Harold Palmer Piser of New York in a circular letter which he has sent to many people of the literary and publishing world. Mr. Piser hopes that the friends of poetry will see the importance of such an independent institution and believes that there should be one place in which all poetry should be gathered and indexed, and all biographical material, lists of poetry organizations, poetry contests, etc., kept on file.

Revised Sales Tax Handicaps Canadian Publishing

ARRANGEMENTS are being made by the officers of the Publishers' Section of the Toronto Board of Trade for a delegation to wait on the Minister of Customs and Excise at an early date in order to urge that books be exempted from the operation of the sales tax. In this connection the publishers believe that they have some strong arguments to present and they are hopeful that favorable action will be taken by the Government.

Adjustment of the new 6 per cent sales tax, which came into effect on January 1, has given rise during the past month or two to a good deal of uncertainty in publishing circles. Under the law which expired on December 31, the publisher paid the Government $3\frac{3}{4}$ per cent on the duty paid value of imported books and the bookseller, in buying from the publisher, paid a tax of $2\frac{1}{4}$ per cent on the wholesale price of the books. Under the new law there is a single levy of 6 per cent payable by the publisher on the duty paid value of imported books but no additional tax is collectable by the Government on sales from publishers to booksellers. A bookseller importing direct pays 6 per cent on the duty paid value of his imports.

The assumption by the Government in connection with both forms of sales tax was that the tax would be passed on and it is on the question of how this shall be done in the case of books that uncertainty has arisen. The impossibility in the great majority of cases of adding the tax to the retail price is recognized so that the problem resolves itself into how best the tax can be divided between publisher and bookseller.

To pass the whole tax along and compel the bookseller to shoulder it all was deemed out of the question. A proposal that it might be split in half was considered but this course was not approved. A further proposal that it might be absorbed in the case of novels and passed on to the public in the case of other works was also rejected. The final decision reached by the publishers was that, so far as transactions between publishers and booksellers were concerned, no change should be made but that publishers should continue to add $2\frac{1}{4}$ per cent to their invoices, as the booksellers' share of the tax. The net result is that publishers will pay 6 per cent instead of $3\frac{3}{4}$ per cent on imports, absorbing the increase, while booksellers will be in exactly the same position as before when buying from publishers.

In support of their contention that books should be exempt from sales tax, publishers point to the fact that magazines and newspapers are not only exempt from sales tax but also enjoy the advantage of entering the Dominion duty free. In view of the cultural value of books, it is claimed that there should not be this discrimination, especially as a severe handicap is thus placed on books in competition with the lighter and more ephemeral types of literature. Further it is pointed out that the book-buying public is too intelligent to pay higher prices for books in Canada than such books are sold for in the United States, which means that the tax must be borne very largely by the bookseller, thus eating into his profits and tending to drive him out of business. At present the only books escaping the tax are bibles, prayer and hymn books, religious tracts, etc., these being also duty free.

The fact that newspaper publishers were able at the last minute to persuade the Government to allow a 50 per cent reduction in the sales tax payable on their purchases of newsprint paper because they claimed that it was unfair to tax them, when United States publishers were permitted to buy Canadian newsprint free from sales tax, is regarded as indicating a willingness on the part of the Government to remove all possible discriminations.

The Library and the Community

APUBLISHING enterprise of the American Library Association, which will be looked forward to with interest by the book-trade as well as library field, is the volume on "The Library and the Community," being edited by Joseph L. Wheeler, librarian of Youngstown, Ohio. The book will study in detail the community background of the library and the ways to organize and estimate its characteristics. It will take up the question of public opinion on the library, the various methods by which the library can justify itself to the community. It will also take up in detailed chapters the technique of publicity, with practical study of all the various methods that have been used, even to the layout and typography of printed matter. There will also be chapters on special types of publicity as applied to the work done by the library for the foreign born, for the children, in reference work, etc.

The material is in an advanced state of preparation, and at the recent meeting in Chicago money was appropriated to help the editor in the last details of assembling his data.

A Week's Gleaning of Book-Trade News



¶¶GEORGE BERNARD SHAW'S "SAINT JOAN," a five act tragi-comedy now playing in New York, has been published by Brentano. The book, with the usual lengthy preface, deals with Joan of Arc, emphasizing her influence in popularizing nationalism in France.

¶¶GERMAN, FINNISH, AND POLISH translations of Ray Stannard Baker's "Woodrow Wilson and World Settlement" are about to be published thru arrangement with Doubleday, the American publishers.

¶¶JOHN C. VAN DYKE, author of "Rembrandt and His School," Scribner, the book which last fall caused such a furore among the art critics, has been elected to membership in the American Academy of Arts and Letters.

¶¶THE UNVEILING of Bakst's portrait of Willa Cather in the Public Library of Omaha, Nebraska, took place on the afternoon of December 30. The affair added considerably to the already large demand for Willa Cather's books.

¶¶"BEASTS, MEN AND GODS," Ossendowski's book of adventure in central Asia, has been translated and published in Poland, Germany, Sweden, Norway, Denmark, and France, while its publication in Russia, Holland, and Spain is planned. Ossendowski's "Man and Mystery in Asia" has been published by Dutton.

¶¶KATHLEEN NORRIS and her husband, Charles G. Norris, each with a book on the present best-seller list, are spending the winter in Palermo, Italy. Both are busy on new novels which are scheduled for completion before their return in April.

¶¶"FEDERAL INCOME TAXES," by E. E. Rossmoore, has just been published by Appleton. The book takes into account the rulings and decisions of the last two years while dealing with the problems of the previous Acts, thus making it valuable for current use and as a guide in cases where the taxes of previous years have not yet been finally settled.

¶¶EDWIN ARLINGTON ROBINSON's narrative poem, "The Man Who Died Twice," has just been published by Macmillan.

¶¶A NEW AND COMPLETE EDITION of the works of William Butler Yeats, winner of the Nobel Prize for Literature, will be issued by Macmillan this spring. The first three volumes will be "Later Poems," "Plays in Prose and Verse," and "Plays and Controversies."

¶¶"MISTER PITTS," Zona Gale's dramatization of her own novel, "Birth," has been playing in Washington and within a short time will be shown in New York. "Birth" was first published in 1918 and last fall Macmillan published, with an introduction by William Lyons Phelps, a new edition of the book.

¶¶GARET GARRETT, whose "Cinder Buggy" was a novel dealing with the romance of the steel industry, is to have a new story, "Satan's Bushel," published by Dutton. This book reveals the inside gambling methods of Boards of Trade and gives all the details of the growing and marketing of wheat—and is, withal, a story.

¶¶"GERMANY AND EUROPE," by Count Harry Kessler, is a volume containing, with some additions, the series of addresses delivered by him last summer before the Institute of Politics at Williams College. Kessler, as a leader of German liberal thought. He clearly presents in this book the German point of view toward the European situation. Yale University Press publishes the book. Count Kessler arrived in this country January 7th and has arranged with Lee Keedick to lecture in New York, Chicago, and Iowa.

¶¶ALGERNON BLACKWOOD will have published by Dutton a new book entitled "Episodes Before Thirty." These autobiographical sketches are a record of the strenuous and distressing early experiences of the author. During the difficult years in Canada and New York he sometimes found it next to impossible to earn enough to live. Those days were of great value to him as a writer and the record of them makes extremely interesting reading.

English Book-Trade News

From Our London Correspondent

CHIRSTMAS Eve—Snow! Business has come along splendidly after the election, and there are high hopes that the holiday turn-over will be a great deal better than seemed at one time likely. The country appears optimistic.

It is a good thing for bookselling when hopefulness is in the ascendant, for then books sell better. Much more business has been done this fall in the country districts, owing to the very heavy snow storms which have been sweeping over certain parts. Naturally, this does not help good distribution, altho the postal system of Great Britain is well managed and is of tremendous help to the bookseller in enabling him to reach his client who may be located many miles from the city.

It is sad to report the death of A. F. Bird, who had for many years imported American books. It must be thirty or more years since Brentano's opened a branch in London under the direction of Mr. Gay and with the assistance of Mr. Bird. For a long period they imported American publications, but eventually closed down. Then Mr. Gay and Mr. Bird became associated in the business known as Gay & Bird for the sale of American books and magazines. Later, Mr. Gay severed his connection with Mr. Bird and continued in business under the name of Gay & Hancock as publishers. Mr. Gay is the English publisher of the famous books by Kate Douglas Wiggin, Lillian Whiting, Agnes Repplier, Horatio W. Dresser and Ella Wheeler Wilcox. Mr. Bird kept an agency for the sale of American books and magazines. He developed it to such an extent that it is probable his business in Bedford Street was the most important importing agency for American books in Great Britain. It will be continued by his son. We knew Mr. Bird from the time he was first associated with our friend, Mr. Gay, in the Brentano branch, and Mr. Bird's death is a sad loss. He was liked by everyone. Ever ready to take the utmost trouble with all inquiries, his knowledge of the American market was of considerable service to his many customers, wholesale and retail, thruout the country. He was ill but a short time from influenza.

The Bookseller reports that Mr. Geoffrey Bles has just started business as a publisher. Mr. Bles was educated at Charter-

house School and Merton College, Oxford, and when he decided to be a publisher he gained some experience with the firm of Herbert Jenkins, Ltd.

There is a very clever—too clever!—article in the London *Mercury*, which Mr. Squire so admirably edits. It is called "Too Many Books," by Gilbert Norwood. Here is his opening sentence: "When Julius Caesar allowed the Library of Alexandria to burn, excellent people no doubt exclaimed: 'Lo, another cord added to the scourge of war!' Certainly countless students since the revival of learning have looked upon that conflagration as one of the world's disasters. It was no such thing, but a vast benefit. And one of the worst modern afflictions is the printing press; for its diabolical power of multiplication has enabled literature to laugh at sudden mischance and deliberate enmity. We are oppressed, choked, buried by books." Professor Norwood ought to receive, by return mail, the publicity material of the N. A. B. P.

Someone wrote the other day that "the big-price book is a drug on the market." This is not so. The high priced book, providing it is not a "padded" volume, and provided, further, that it is a book worth while, is as successful as ever. Lower prices will not be general for a long time yet, inasmuch as materials do not come down very much and labor is still highly paid.

The Bookseller, which during the past year has gone on succeeding in leaps and bounds, computes the total number of books issued this year as 10,240—6,981 new publications and 3,259 "second" and subsequent editions.

Here is an interview given to the London *Evening News* by Mr. Liveright:

"Sympathy in the widest sense is the quality in which the English writer excels. I think your women writers are particularly good."

"It is very rarely that English publishers go over to America in search of talent, and I do not blame them. Altho the population of the U. S. A. is 110,000,000, while that of England barely 40,000,000, you produce two brilliant writers to our one."

"The wideawake publisher," Mr. Liveright declared, must nowadays look for

books and have them written for him rather than wait for them to come to him."

A new publishing company has been formed: Readers' Library Publishing Co., Ltd., with a capital of £15,000. It is issuing books at 6d. The directors are: E. B. Montesole, S. Walton, R. E. Hewett, and D. Hall Caine.

London publishers are issuing some excellent house organs. Messrs. John Lane's *The Bodleian* is well laid out, the page being very attractive and the information just what the prospective bookbuyer wants. Mr. J. B. Priestly, one of England's younger critics, has an extremely interesting article in the current number on "Impressions: The Ethics and Economics of Re-Printing." He is dealing with the author who has the habit of gathering together his contributions to the press and publishing them in book form. Robert Lynd does this and his essays read as well, if not better, when collected and issued in book form. Mr. Priestly says: "Most modern essayists and critics, if they have to earn their living by writing, are compelled to be contributors to the press simply because that's the only way they can keep themselves alive." Then there is Mr. Cape's delightful *Now & Then*, published now and then. It bears the hall mark of Mr. Cape's enterprise. So far since he started it, he has issued ten issues. And apart from its usefulness as an enterprising piece of publicity for the Cape publications, it is worth while for the many original articles which are printed in it. Hugh Walpole writes entertainingly on "Dr. Doolittle," Mr. Wells on "The Mind in the Making," whilst there's a most poignant "autobiography" of Liam O'Flaherty, a young Irishman, full and replete with the mysticism of the Irish school of writers, who is decidedly worth watching. Messrs. Constable's *Monthly List* is also a good thing. We look for it with avidity each month. It has just kept its second birthday. The editor has an obviously practiced hand and never is there an issue without an editorial which makes for considerable thought. Latterly, we have felt a great sympathy for a variety of authors who are so unfairly and unsoundly criticized by the high brows. We quote from the present issue; "We remember, for example, one weekly paper devoting more than a full page to an elaborate and contemptuous dissection of a novel by Miss Ethel Dell." Miss Dell's latest novel, "Tetherstones," by the way, is having a great success. The English publishers already announce a sale of 50,000 copies. Miss Dell is about to publish a little volume of verse. Other attractive house organs

are Messrs. Chapman & Hall's *The Bookshelf* and Messrs. Jenkins's *Wireless*.

Mr. Arthur Greening, who was for many years a publisher on his own account, and who has been for some time manager for Messrs. Jarrolds, has, for reasons of health, to give up his connections and go to Australia. He has long been associated with publishing and his many friends regret the necessity of going abroad and hope that he will find in a warmer and less damp climate the health which has been denied him here.

Messrs. Hodder & Stoughton have made a private company of the famous *British Weekly*, with a capital of £50,000. The first directors are Sir Ernest Hodder-Williams, C. V. O., and Mr. R. P. Hodder-Williams.

The third anniversary of the entrance of Mrs. Eyre Macklin, who was Miss Philpot, into the publishing business under the firm name of A. M. Philpot, Ltd., was recorded in a column article in the *Westminster Gazette* of November 29.

"She entered it an idealist with a keen practical insight into affairs. She had long wanted to become a publisher, and when the time came she experienced no inordinate difficulty in adapting herself to the peculiar demands of the enterprise.

"'When you come,' she said, 'to analyze the business, which, taken as a whole, seems a very big and grave undertaking, you find that it simplifies itself into an enormous number of details, one to be taken after another, and none of them as difficult as the problems one is used to in daily life. Of course, it divides itself into four branches—the Choice of Books, which is naturally of the first importance, Production, Distribution, and Publicity. Next to choosing the right books, the most important consideration is the Publicity.'"

Mrs. Macklin became a publisher with the definite idea of doing two things which she had long wanted to do. Her "Fleur de France" series of translations of books by well-known French authors is the result of her desire to give the English people an opportunity to understand better the French people and to enjoy the current literature of France. Her other ambition has resulted in a series of books of self-revelation. She believes that many novels pervert the truth and holds that the end of a book should derive logically from the character development outlined in its pages. Her publication of Margueritte's "La Garçonne" was based on these principles.



The Book and Its Film Pictures That Will Stimulate Book Sales During 1924

MORE than ever before motion picture concerns are relying on famous and popular novels as sources for their most important productions. The publicity which the producers are able to give these pictures, both directly thru advertising and indirectly thru the popular appeal of the stars, is many times that which publishers and booksellers can devote to even the most successful of their offerings. Besides the extensive use of billboard space the producers during the past year have begun to advertise regularly in periodicals having circulations of more than a million. The First National's regular bi-monthly page in the *Saturday Evening Post* is the most important of this periodical advertising, containing nearly always prominent mention of two or three pictures which have been adapted either from recent best sellers or from books that have gained places among the classics.

One unfortunate tendency which has developed is the occasional changing of the original title of a book for a more sensational film title. This must mean a large loss of publicity to the producer which the more exciting title cannot replace. For the bookseller such a change is a definite, but not insurmountable, handicap. Well-worded window cards and attractive displays can effect a good tie-up, especially if the local exhibitor cooperates by stating that the novel can be obtained at the bookstore.

During 1924 many outstanding pictures have demonstrated the phenomenal popularity that a book picture can attain. "The Covered Wagon," which will be shown all over the country, leads the field but such films as "When Knighthood Was In Flower," "Little Old New York," and "Scaramouche" have already established records which were unequalled until last year.

A new type of film which has been unusually successful and which offers exceptional opportunities to the bookseller has been offered in the historical series, "Chronicles of America," produced by the Yale University Press. These pictures besides

interesting the regular movie audience draw to the theater a class of people which seldom frequented movies. The "Chronicles" afford a chance to sell not only one book but the many titles listed by Professor Dixon Ryan Fox for the *Publishers' Weekly* at the time of the release of each "Chronicle."

Of the films mentioned below some have already been shown in a few cities but will reach all sections of the country during the year, others are now in the process of production, while the rights to the remaining have been recently purchased and the adaption just commenced. These pictures offer profitable opportunities to booksellers:

- The Covered Wagon. Emerson Hough.
- Scaramouche. Rafael Sabatini.
- When Knighthood Was in Flower. Charles Major.
- Gentle Julia. Booth Tarkington.
- The Courtship of Myles Standish. Longfellow.
- The Virginian. Owen Wister.
- Long Live the King. Mary Roberts Rinehart.
- Flaming Youth. Warner Fabian.
- Ponjola. Cynthia Stockley.
- Anna Christie. Eugene O'Neill.
- David Copperfield. Charles Dickens.
- His Children's Children. Arthur Train.
- When A Man's A Man. Harold Bell Wright.
- Black Oxen. Gertrude Atherton.
- Flowing Gold. Rex Beach.
- The Sea Hawk. Rafael Sabatini.
- Cytherea. Joseph Hergesheimer.
- The Eternal City. Hall Caine.
- Name the Man. "The Master of Man." Hall Caine.
- The Hunchback of Notre Dame. Victor Hugo.
- Captain Blood. Rafael Sabatini.
- The Leavenworth Case. Anna Katherine Greene.

The Man From Brodney's. George Barr McCutcheon.
 West of the Water Tower. Homer Croy.
 Loyalties. John Galsworthy.
 The Hunted Woman. James Oliver Curwood.
 If Winter Comes. A. S. M. Hutchinson.
 The Way of A Man. Emerson Hough.
 In the Palace of the King. F. Marion Crawford.
 The Light That Failed. Rudyard Kipling.
 Slave of Desire. "The Magic Skin."
 Honoré Balzac.
 Pleasure Mad. "The Valley of Content." Blanche Upright.
 Lucretia Lombard. Kathleen Norris.
 Enemies of Women. Vincent Blasco Ibáñez.
 Stephen Steps Out. "The Grand Cross of the Crescent." Richard Harding Davis.
 Unseeing Eyes. Arthur Stringer.
 Wild Oranges. Joseph Hergesheimer.
 Greed. Frank Norris.
 Three Weeks. Elinor Glyn.
 The Flaming Forest. James Oliver Curwood.
 The Weavers. Gilbert Parker.
 Janice Meredith. Paul Leicester Ford.
 The White Sister. F. Marion Crawford.
 Fools' Highway. "My Mamie Rose."
 Owen Kildare.
 The Fool's Awakening. "The Tale of Triona." William J. Locke.
 In His Steps. Charles M. Sheldon.

Long as the above list seems it is by no means complete. It is meant to suggest only a few of the more prominent pictures that booksellers should watch for. Doubtless in 1924 many films will be produced almost simultaneously with the publication of the novel on which they are based, thus making possible the capitalization of the public's interest at the height of a bestseller's fame.

Hard on the Reader

A STORY is told about Beatrice Harraden's experience, when running the library of the military hospital, with a north countryman:

"Is it a fact, miss," he asked, "that you yourself wrote some of these books that are stacked away here?" Miss Harraden answered that she was responsible for two or three. "I want you to understand this," he went on heavily. "Tis all very well for you people to sit down and write books; it is pretty blooming hard on those of us that have to read 'em!"

Women Booksellers Meet

THE annual dinner of the Women's National Book Association, which for some years has been a largely attended and memorable gathering, will be held again in the McAlpin Hotel on March 6th. The whole program has not yet been announced.

Review of Business Books

THE *Retail Ledger* of Philadelphia, a very widely read bi-monthly periodical devoted to retail problems, has established a book corner headed "The Merchant's Bookshelf." In the opening this department, the editor says:

"Every merchant—or anyone else who is interested in the progress of retail business—should maintain his own bookshelf or miniature library of the best books dealing with the various subjects connected with his work. Only in this way will he be able to keep up with the latest ideas of experts, for the major portion of material of this kind is too lengthy to permit its publication in trade magazines."

The careful reviewing that such a department can give from the practical point of view of experts and store practice will provide an excellent testing ground for new business literature.

Protection of Printing Plates

HENRY ALTEMUS COMPANY of Philadelphia has won its case against the Harper Printing Company on the loss of a set of electrotype plates that have been in the printer's care. Altemus had delivered the set to the printer, but during the past twelve months there had been no orders placed for printing from them. The Printing Company was unable to prove that it had returned the box and could give no evidence as to its whereabouts.

There has been no case in the Pennsylvania courts dealing with the relationship of publisher and printer, and the attorneys for Altemus contended that the defendant was liable for ordinary negligence, while the defendant claimed that it was responsible only in the case of gross negligence. As the Printing Company had not received any orders for some time prior to the date the plates were found missing, the defendant claimed that it was not responsible.

Judge W. G. Knowles of the Municipal Court instructed the jury that, if they believed the plates had not been returned to Altemus, they could find a verdict for them, providing they believed that the Printing Company had not exercised reasonable care.

Obituary Notes

SABINE BARING-GOULD

THE REV. SABINE BARING-GOULD, English novelist and theologian, died the morning of January 2 at Lew-Trenchard, England. He was ninety years old. Baring-Gould, author of many works of fiction, history, travel and mythology, was best known as the writer of the hymns, "Onward Christian Soldiers," "Now the Day Is Over," "Through the Night of Doubt and Sorrow," and "On the Resurrection Morning."

Baring-Gould began writing at the age of twenty and his works in numerous branches of literature were published in such rapid succession that he was recognized as one of the most prolific authors of the day. He was particularly interested in folklore, especially the ballads, songs and legends of Devonshire, so that his collections are among the most complete in existence.

In addition to many volumes of sermons and theological books, Baring-Gould wrote the following works of fiction: "Mehalah," 1880; "Broom Squire," 1896; "Bladys of Stewpony," 1897; "Book of Ghosts," 1904; "Eve," 1905; "Grettir, the Outlaw," 1902; "Noemi," 1905, and "Nebo the Nailer," 1902.

EDNA DEAN PROCTOR

EDNA DEAN PROCTOR, the "Dean of Poetesses," died at Framington, Mass., the week before Christmas in her ninety-fourth year. She was a contemporary of Whittier, Longfellow, Bryant, Emerson, Holmes and Stedman. She was best known for her patriotic poems. Her published work includes "Mountain Maid," 1900; "Songs of America," 1905; and "Glory of Toil," 1916.

Please Return It!

Jan. 4th, 1924.

Editor, Publishers' Weekly:

Some time ago we sent out to a bookseller, probably local, a volume I of 1835 John Murray Edition of Boswell Johnson bound in $\frac{3}{4}$ brown English morocco.

We mislaid the memo and do not know to whom the volume was loaned and as it has never been returned, we would ask you to please give publicity to this letter which might help us to locate the missing volume.

M. GOTTSCHALK & Co.
47 E. 44th St., New York.

Change of Publisher

The Platt & Munk Co. will hereafter publish "The Fun of Saving Up" and "Junior Bank Book," both by Elizabeth H. Childs, formerly published by the Nourse Co. The price of the former will be \$1.50 and that of the latter 75 cents.

Change of Prices

FREDERICK A. STOKES COMPANY

Little Books About Old Furniture, 7 titles, to \$1.75 each.
Irving, How to Know the Starry Heavens, to \$3.
Sedgwick, The Garden Month by Month, to \$8.50.
Prouty, Bobby, General Manager, to \$2.
Cook, The Play Way, to \$4.

Nebraska Authors

A FULL list of Nebraska authors and their works, compiled by Margaret Badollet Shotwell and Henry F. Kieser of the Pioneer Bookstore, has been printed by Mr. Kieser, together with an account of the first Nebraska Authors' Week celebrated at Omaha October 22nd-29th.

Personal Notes

H. RODNEY Ross, formerly buyer at Houghton & Dutton's, Boston, is now with the John C. Winston Co., and will represent them in New England, New York State and Northern Pennsylvania.

FRANK A. LEWIS, son of Walter S. Lewis of the Presbyterian Board, has joined the traveling force of the John C. Winston Co., and will cover the central west and the southwestern states.

PERCY A. LORING commencing January 1 will represent in the important cities east of the Mississippi the Medici Society as a commission traveler while retaining his desk at the Medici Society's offices. Mr. Loring will also represent Charles E. Lauriat Co., B. J. Brimmer Co., The Beacon Press, Leroy Phillips, Forbes & Co., and The H. L. Kilner Co.

Business Note

BALTIMORE, Md.—Hochschild, Kohn & Co. have acquired the ground for the erection of a big new building which they will begin next year. They intend to make the building the very last word in department store construction, and, as their book department under J. J. Estabrook has been one of the outstanding department store developments in the country, the trade will look forward with interest to the plans.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo; 17½ cm.); T. (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Albert, Edward

A history of English literature; a practical text-book. 640p. (10p. bibl.) D '24 c. '23
N. Y., Crowell \$2.50

A survey from the earliest days to the present, with charts, excerpts from authors, study questions and indices.

Aldington, Richard, tr.

Cyrano de Bergerac; Voyages to the moon and the sun; with an introd. and notes. 329p. il. D (Broadway translations) [n. d.] N. Y., Dutton \$3

French comedies of the 18th century; with an introd. and biographical prefaces. 351p. il. D (Broadway translations) [n. d.] N. Y., Dutton \$3

Contents: Regnard, The Residuary Legatee; Lesage, Turcaret or the Financier; Marivaux, The Game of Love and Chance; Destouches, The Concited Count.

Allen, Alice E.

Marjory's discovery; how the Rosemary twins guarded the pearl necklaces. 347p. il. D (Marjory-Joe series) '23 Bost., Page apply

Allen, Merritt

In Greenbrook. various p. il. D '23 Bost., Page \$2

American Country Life Association

Country community education; proceedings of the 5th National country life conference, Teachers College, Columbia university, New York, 1922. 218p. front. O [c. '23] N. Y., Assn. Press, for Am. Country Life Assn., 1849 Grand Central Terminal Bldg. \$2

Town and country relations; proceedings of the 4th National country life conference,

St. Charles hotel, New Orleans, La., 1921. 228p. O [c. '23]. N. Y., Ass'n Press, for Am. Country Life Assn. \$2

Apollinaire, Guillaume

The poet assassinated; tr. from the French with a biographical notice and notes by Matthew Josephson. 158p. il. O c. N. Y., Broom Pub. Co. bds. \$5

Applegarth, Margaret Tyson

More short missionary plays. various p. D [c. '23] N. Y., Doran \$1

Baedeker, Karl

Berlin and its environs; a handbook for travellers; with 30 maps and plans. 6th ed. 268p. S (Baedeker guide bks.) '23 N. Y., Scribner limp cl. \$1.60

Hotel and restaurant prices, admission fees, etc., have been omitted from the present edition on account of the fluctuating value of the mark.

Baker, Henry Frederick

Principles of geometry; v. 3, solid geometry; quadrics, cubic curves in space, cubic surfaces. 247p. diagrs. O '23 N. Y., Macmillan \$5

Balmforth, Henry

Is Christian experience an illusion? An essay in the philosophy of religion; with an introd. by the Bishop of Manchester. 155p. (3p. bibls.) D '23 N. Y., Doran \$1.75

Balzac, Honoré de

Four stories. 190p. front. (por.) S (Bedside ser.) '23 N. Y., Dutton lea. \$1.60

Including The Atheist's Mass, Christ in Flanders, An Episode of the Terror, and The Commission in Lunacy.

Briggs, Fred N.

The toxicity of copper sulfate to the spores of Tilletia tritici (Bjerk.) winter. various p. fig. Q (Univ. of Cal. publs. in agricultural sciences, v. 4, no. 13, pp. 407-412) '23 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Brossard, E. B.

Rural credits in Utah. 42p. O (circular 48) '23 Logan, U., Utah Agric. Exp. Station pap. apply

Clark, Bruce L., and Arnold, Ralph; Vaughan, T. Wayland

Fauna of the Sooke formation, Vancouver Island, with Description of a new coral. various p. il. Q (Univ. of Cal. publs.; bull. of dept. of geol. sciences, v. 14, no. 5, pp. 123-234) '23 Berkeley, Cal., Univ. of Cal. Press pap. \$1.75

- Batchelder, Samuel Francis**
Bits of Harvard history. 323p. il. O c.
Cambridge, Mass., Harvard \$3.50
- Beadle, Erastus Flavel**
To Nebraska in '57; a diary of Erastus F. Beadle, printed from the original ms. by courtesy of its owner, Dr. Frank P. O'Brien. 89p. il. O '23 N. Y., N. Y. Public Library apply
- Bennett, Rev. L. E.**
The realm of God. 314p. D [n. d.] N. Y., Doran \$2.50
The objective of the book is to indicate how the Kingdom of God may be realized by the church in the present crisis. The author is master of King's College, University of Queensland.
- Benson, Louis Fitz Gerald**
Studies of familiar hymns; second series. 332p. il. D c. Phil., Westminster Press \$2
Hymns selected and arranged in historical succession, with the story of each.
- Bowlus, Ruth J.**
Log cabin days in Indiana. 233p. il. D [c. '23] Indianapolis, Bobbs-Merrill \$1
- Branch, Christopher Mitchel**
Lyrick poems. various p. front. D [c. '23] East Aurora, N. Y., The Roycrofters apply
- Brown, Charles Reynolds**
Faith and health; rev. and enl. ed. 284p. D '24 c. '10-'23 N. Y., Crowell \$2
Contents: The Healing Miracles of Christ; Modern Faith Cures; Profit and Loss in Christian Science; The Emmanuel Movement; The Method of Coué; The Healing Power of Suggestion; The Gospel of Good Health; The Church and Disease.
- Brown, Thomas Henderson**
The romance of everyday life. 155p. il. D [c. '23] Mitchell, S. D., Educator Supply Co. fab. bxd. apply
- Brownlie, David**
Mechanical stoking; a practical treatise on the essentials of machine stoking, and the construction and operation of mechanical stokers; for factory owners and managers, engineers, mechanics, boiler attendants, and students. 244p. (bibl.) il. S (Pitman's technical primers) '23 N. Y., Pitman \$1.50
- Burr, Amelia Josephine**
Little houses; a book of poems. various p. D [c. '23] N. Y., Doran \$1.75
- Campbell, Norman Robert**
Modern electrical theory, supplementary chapters; chap. 17, The structure of the atom. 170p. figs. O (Cambridge physical ser.) '23 N. Y., Macmillan \$3.50
The third of a series of monographs on recent developments of physics which serve as supplementary chapters to the author's "Modern Electrical Theory."
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- Dearborn, Frederick Myers, ed.**
American homeopathy in the world war. various p. il. Q '23 Chic., American Inst. of Homeopathy apply
- Delaware notes.** 75p. diagrs. O [c. '23] Newark, Del., Univ. of Delaware apply
- Eddy, Sherwood**
Russia, a warning and a challenge. 46p. D
- Canfield, Mary Cass**
Lackeys of the moon; a play in one act. various p. O '23 N. Y., Brick Row Book Shop \$2
- Capart, Jean**
The tomb of Tutankhamen; tr. from the French by Warren R. Dawson. 93p. il. D [n. d.] N. Y., Stokes \$1.50
Professor Capart of the Brussels Museum is an Egyptologist of note and was invited by the late Lord Carnarvon to be present at the opening of the tomb of Tutankhamen.
- Cranmer-Byng, Launcelot Alfred**
Salma; a play in three acts. 123p. D '23 N. Y., Dutton \$1.50
A romantic play laid in the Portuguese city of Cintra in the days of the Moorish occupation.
- Cummins, Stevenson Lyle**
Plays for children; 3 vols.; v. 1, Blue Beard and Haroun Al Raschid; v. 2, St. George and the dragon and The sleeping beauty; v. 3, Goldilocks and the three bears, Torquil MacFerron, Thomas Oliphant, Tyranny. various p. il. (col. front.) D '23 N. Y., Doran ea. \$1
- Davis, William Hersey**
Beginner's grammar of the Greek New Testament. 251p. D [c. '23] N. Y., Doran \$2
- Dawson, William James, and Dawson, Coningsby W., eds.**
Great short-stories, with introd. essays on the great story writers. various p. D '23 N. Y., Harper \$2.50
- De Lacretelle, Jacques de**
Silbermann; tr. from the French by Brian Lunn. 191p. D c. N. Y., Boni \$2
A dramatic tale of race prejudice which was awarded the French prize *La Prix Femina Vie Hereuse*. It concerns the influence and persecution of the young Jew, Silbermann.
- Dover, Alfred T.**
Traction motor control (direct current); an introductory treatise on the principles involved in the control of D. C. motors for trains, trams, and railless vehicles, including a simplified treatment of multiple unit automatic control and a complete discussion of the control systems of electric battery vehicles. 123p. (bibl.) il. S (Pitman's technical primers) '23 N. Y., Pitman 85 c.
- Emerson, Ralph Waldo**
Considerations. 191p. front. (por.) S (Bedside ser.) '23 N. Y., Dutton 1ea. \$1.60
- Fajans, Kasimir**
Radio activity and the latest developments in the study of the chemical elements; tr. from the 4th German ed. by T. S. Wheeler and W. G. King. 154p. il. diagrs. O ['22] N. Y., Dutton \$3.50

(Christianity and world problems, no. 2) [c. '23]
N. Y., Doran pap. 10 c.

Forbes, Stephen A., and Gross, Alfred O.

On the numbers and local distribution of Illinois land birds of the open country in winter, spring and fall. various p. Q (Natural history survey, v. 14, article 10) '23 Urbana, Ill., Ill. Dept. of Registration & Educ. pap. apply

Fellowes, Edmund H.

William Byrd; a short account of his life and work. 124p. O '23 N. Y., Oxford \$2

Flight, W. S.

Electrical insulation; the functions and characteristics of electrical insulating materials (solid, liquid, and gaseous); the testing of these materials and their use in the illustration of electrical machinery and apparatus; with many data and illus. from practice. 118p. (3p. bibl.) il. S (Pitman's technical primers) '23 N. Y., Pitman 85 c.

Flux, Alfred William

Economic principles; an introductory study; new ed. 327p. O [n. d.] N. Y., Dutton \$5

A study of modern economics treating fully not only the basic problems but the new standards, developments and readjustments following the war.

Foster, W.

The English factories in India, 1661-64. 434p. por. O '23 N. Y., Oxford \$6

Friendship, A book of. 188p. front. (por.) S (Bedside ser.) '23 N. Y., Dutton lea. \$1.60 Collected verse and prose on friendship, by various writers.

Giles, Herbert Allen, tr.

The travels of Fa-hsien (399-414 A.D.), or Record of the Buddhistic Kingdoms. 122p. front. S '23 N. Y., Macmillan bds. \$1.60

Gillespie, William Honeyman

The necessary existence of God; prepared on behalf of the trustees of Mrs. Honeyman Gillespie of Torbanehill by James Urquhart; with a supplementary chapter giving the views of modern philosophers regarding space, contributed by H. R. Mackintosh, D. D. 716p. front. O '23 N. Y., Scribner \$3

Greg, W. W.

Two Elizabethan stage abridgements; The battle of Alcazar and Orlando Furioso; an essay in critical bibliography. 374p. il. O '23 N. Y., Oxford \$7

Grey, Viscount

Some thoughts on public life. 20p. O '23 N. Y., Oxford pap. 35 c.

Grey, Zane

The call of the canyon. 291p. il. D '24 c. '21-'24 N. Y., Harper \$2

A typical Zane Grey theme in an Arizona setting where Glenn Kilbourne has gone to regain his health and a calm, sane outlook on life.

Greaves, J. E., and Nelson, D. H.

The influence of nitrogen in soil on azofication. 23p. O (Technical bull. no. 185) '23 Logan, U., Utah Agric. Exp. Station pap. apply

Hall, Harvey M., and Clements, Frederic E.

The phylogenetic method in taxonomy; the North American species of artemisia, chrysanthemum and atriplex. 359p. il. Q (Carnegie Inst. of Wash. pub. no. 326) '23 Wash., D. C., Carnegie Inst. of Wash. pap. apply

Hallesby, Dr. O.

The main difference between positive and liberal

Grimshaw, Beatrice Ethel

The sands of Oro. 288p. D c. Garden City, N. Y., Doubleday \$2
A tale of love and adventure on a lonely island some miles off the coast of New Guinea.

Hackett, James T., comp.

My commonplace book; 4th ed. rev. and enl. 462p. O '23 N. Y., Macmillan \$5
A collection of quotations "grave and gay" with the compiler's interesting notes accompanying them as a sort of running commentary. The book first appeared in England in 1919.

Handy, William M.

The science of culture; 4 v. various p. D '23 Garden City, N. Y., Nelson Doubleday \$10

Harmon, Beatrice E.

Mosaics [verse]. 63p. D (Yale ser. of younger poets) c. New Haven, Conn., Yale pap. \$1.25

Hartmann, Marie Joseph Edward

Prohibition and its consequences to American liberty; interesting facts concerning prohibition in a government of, by and for the people; written, collected and arranged by the secretary, Anti-prohibition league of Missouri, 1923. 144p. il. O c. '23 St. Louis, Model Pr. Co., 6107 Easton Ave. apply

Haslam, W.

The library handbook of genuine trade secrets and instructions for cleaning, repairing and restoring old manuscripts, engravings and books, as practiced by the experts. 51p. D [n. d.] N. Y., R. R. Bowker Co. 50c.

Head, Franklin Harvey

Untrodden fields in history and literature, and other essays; ed. by George Brooks Shepard; lim. ed. 2 v. various p. il. D '23 Cleveland, O., The Rowfant Club. issued to members

Hehir, Sir Patrick

The medical profession in India. 139p. O '23 N. Y., Oxford \$2.25

Henderson, J., and Marshall, Charles William

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THE first collected edition of the poems of Charles Cotton, contemporary and collaborator of Izaak Walton, is being brought out in London by Richard Cobden-Sanderson and in New York by Boni & Liveright. The American edition is limited to 500 copies.

Americana comprising a most unusual collection including early almanacs, books and pamphlets relating to the Colonies, Revolutionary War, the Early West, North American Indians, Franklin imprints, a few autographs and miscellaneous items of interest, will be sold by Charles F. Heartman at Metuchen, N. J., January 19.

All of the memorabilia of George Sand, the novelist, inherited by Aurore Sand, her granddaughter, has been bequeathed to the Carnavalet Museum of Paris. An exhibit is attracting a great deal of attention among collectors and is causing a great deal of comment in the French press. The exhibit includes letters, manuscripts, and many interesting relics and mementoes.

The class of 1911 has presented to the University of Chicago a volume containing three rare manuscripts written in England in the fourteenth century. The first is "Speculum Humanae Salvationis," of unknown authorship, which has never been published in a complete edition, altho twenty-nine of its forty-five chapters were printed from wooden type in the fifteenth century. The second manuscript, "Manuale Sacerdotis," was apparently written by the Abbey of Lylieshull in Shropshire, between 1309 and 1329. The third, "Venus Prophecie, Johannis De Brydiyngton," is a political satire edited by Thomas Wright in his political songs.

The first section of the Norwich edition of George Borrow's "Complete Works," published by Gabriel Wells of this city and T. & A. Constable, Ltd., of Edinburgh, has just been delivered in this country. The

volumes are light weight octavos, of about 500 pages each, printed from large type on a fine quality of laid paper, substantially bound in green buckram. The edition will be complete in sixteen volumes, limited to 775 numbered sets for England and America. To Clement Shorter, the editor of this edition, who has rescued from oblivion much material either suppressed during Borrow's lifetime, or left unknown owing to lack of publishing opportunity, is largely due this final definitive edition of a great writer.

Part III (I—Morley) of the collection of modern first editions of John Quinn, well-known lawyer of this city, will be sold at the Anderson Galleries on January 14, 15 and 16. The outstanding features of this part are the first editions of Henry James including several manuscripts, Lionel Johnson, publications of the Kelmscott Press, a notable collection of first editions of Rudyard Kipling, Walter Savage Landor, Andrew Lang, Arthur Machen, John Masefield, George Meredith, George Moore, and many others. This part, like those that have preceded it, is illustrated with portraits and facsimiles of manuscripts.

The Foyles of London have just published a practical booklet for the use of booksellers as well as librarians. "The Library Handbook of Trade Secrets and Instructions" is the somewhat ponderous title of the little manual. It has recipes and directions for cleaning, repairing and restoring manuscripts, engravings and books as practiced by experts. A single suggestion of the two hundred or more given would more than repay the modest cost of the pamphlet. The *Publishers' Weekly* office has a stock for sale on this side (50c.)

The largest collection of autograph letters of James Abbott McNeil Whistler that has ever become available to collectors is now offered for sale by the estate of George D. Smith, 8 East 45th Street. The

collection is valued at \$5,000 and includes about 250 letters, cards, telegrams, proofs and more than 100 envelopes addressed in his handwriting. The recipient of these missives was Whistler's confident and agent, David Croal Thomson. This gentleman when this correspondence began, in 1890, was manager of the Goupil Galleries in London, and later became editor of the *London Art Journal*. It was he who fore-saw Whistler's genius and planned to capitalize it. After the violent Whistler-Ruskin dispute, and after the Glasgow Corporation had purchased Whistler's portrait of Carlyle, in 1890, Thomson suggested the sale of Whistler's portrait of his mother to the French Government. It was purchased by the Luxembourg. This recognition by Scottish and French authorities was followed by the great Whistler exhibition of March, 1892, which captivated London. The present correspondence covers this crucial period in Whistler's artistic career.

The sale of the Gideon Welles papers, including many valuable Lincoln items, which occurred at the rooms of Stan V. Henkels in Philadelphia, January 4, realized \$21,500. Prices were regarded as reasonable. The Rosenbach Company of this city purchased more than three-quarters of the entire collection. Among the important papers purchased by The Rosenbach Company is a letter written by Lincoln advising against sending the Monitor "skylarking" up to Norfolk, written on one side of an octavo sheet, which brought \$1,250. What is perhaps the most interesting document ever signed by Lincoln was also bought by the Rosenbach Company for the same price, \$1250. This is the paper sent out to all members of the Lincoln cabinet during the presidential campaign of 1864, when it seemed likely that McLellan would be elected, and stating his purpose to "cooperate with the President-elect so as to save the Union between the election and the inauguration" upon the grounds that it could not be saved afterwards.

The price of £3,400 which Blake's "Milton," 1804, sold for at Sotheby's in London last month was not so high when its "points" are considered. This copy was claimed to be the most complete, and in all probability the largest and finest in existence, and the only known copy that can ever come into the market. When it is recalled that the Hoe copy in 1911 brought \$9,000 the advance is no more than should have been expected. This copy of Blake's

"Milton," is the only one with fifty leaves. Three others are recorded: (1) in the British Museum; (2) in the Huntington Library (purchased at the Hoe sale); (3) in the New York Public Library, the Beckford-Hamilton Palace-Lenox copy. Nos. 1 and 2 are identical; each have 45 leaves, including a preface not in the copy recently sold in London. No. 3 lacks the preface and has five extra leaves (those numbered 3, 4, 11, 20 and 35) making 49 in all. It does not include leaf No. 5 which is unique and hitherto unknown. The Lenox copy further corresponds with this newly discovered copy in having the final words "and woven" on page 6, and the first line on page 7 "By Enitharmon's looms, and spun," etc., erased from the plate. The three recorded copies are stated to be printed on water-marked paper dated 1808. The date of 1804 on the title page is probably that at which the etching of the plates was begun, and Mr. Keynes, Blake's bibliographer, brings evidence to show that in August, 1808, no copy had yet appeared. The paper of the newly discovered copy is water-marked 1815, and it is presumed that it was executed by Blake for a friend or customer. Blake advertised the "Milton" in 1818 as consisting of 50 prints and it seems reasonable to suppose that the copy of 50 leaves recently sold, omitting the preface, and the erased lines, and including the six extra leaves, represented the final form which he intended the work to assume.

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In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

BOOKS WANTED**William Abbatt, Tarrytown, N. Y.**

Avery's U. S.
White, Warfare of Science, 2 vols.

A., B., C., care of Publishers' Weekly

The Commercial and Financial Chronicle, vols. 1 to 15, July, 1865, to December, 1872, inclusive; vols. 22, Jan.-June, 1876, and 31, July-December, 1880, any or all.
Hunt's Merchants' Magazine, vols. 1 to 63, complete, or 58 to 63, and Hunt's Merchants' Year Book of 1871.

Adair's Bookstore, 1715 Champa, Denver, Col.
Hollister's Navajo Blanket.

Adams' Bookstore, Fall River, Mass.
In Days to Come, Rathenau, Knopf.
Rough Rhymes of a Padre, Studdart Kenedy.

Alcove Bk. Shop, 936 B'way, San Diego, Cal.
Constable, Duration and Nature of Future Punishment; Hades; Retribution of All Things.

Frederick G. Allen, 78 Genesee St., Auburn, N. Y.
Armored of Lyonsse, by Walter Besante.

Amer. Bap. Pub. Soc., 1107 McGee, Kansas City, Mo.
Drummond's New Evangelism.
Andrew Fuller's works, complete set.
Hodges' Systematic Theology.
Scott's Commentary.
Matthew Henry Commentary, complete set, 6 vols.
Spurgeon's Memorial Library, complete set, 20 vols., with index.
Lifting the Latch, Brown.
The Raven and the Chariot, Brown.
Godet's Commentary, any vol.

Amer. Library Service, 500 5th Ave., New York
Balkan Question, The, books, pamphlets, etc., on.
Burbank, Photo-Negative.
Byron, books by or on printed in America.
Carryl, Grim Tales Made Gay.
Circus, books on.
Colden, Cadwallader (Lieut. Gov. N. Y. State, 1775), all writings by or on.
Consumption, old books on, in English, German or French.
Custer's Last Fight, everything relating to.

Amer. Library Service—Continued

Dabney, William H., all books by.
Early American Humor, books on, also early American humorous periodicals and political satire.
Hawaii, books on.
Hillis, Great Men as Life's Teachers.
Hulbert, Cumberland Road, vol. 10.
Jordan, Leading American Men of Science.
Lea and Hutchinson, Lincoln genealogy.
McGuffey Readers, Spellers, etc., give dates of each.
Napoleon, Commentaries on War, French or English.
National Geographics, always in market for vols. and odd nos. from 1888 to 1905 inclusive.
O'Connor, The Good Grey Poet.
Phillips, The More Abundant Life.
Powys, Visions and Revisions, 2 copies.
Purple, Colden Family in America, several.
Ravished Armenia.
Reed, Ten Days That Shook the World.
Robertson, Famous Italian Pictures.
Strickland, Lives of the Queens of England, 6 vols.
Tennyson, Frederick, works of.
Thanet, Otto the Knight.
Traill, Social England, 6 vols.
Weber, Prolongation of Life.
Whist, books on.
Yellowstone Park, books on.
W. H. Andre, 607 Kittredge Bldg., Denver, Col.
Life and Letters, by Brantone.
Bailey's Bk. Store, Vanderbilt Sq., Syracuse, N. Y.
Christmas Day in Evening, Richmond.
Baker & Taylor, 354 4th Ave., New York
Webb's Economics of Railroad Construction.
Bap. Stand. Pub. Co., 1015 Main, Dallas, Tex.
English Hymn Tunes from 16th Century to the Present Time, Malin; English Hymn Tunes.
Excavations in Palestine, Bliss and Macalister.
Commentary on Ezekiel, Fairbairn.
Home Water Works, J. Carleton Lynde.
Beach's Bookshop, 418 N. Meridian, Indianapolis
An Alphabet, by William Nicholson.
La Gravure sur Bois, by Pierre Gusman, French or English.
Michelangelo, Record of His Life as Told in His Own Letters and Papers, Robert W. Carden, Houghton, 1913.

BOOKS WANTED—Continued

C. P. Bensinger Cable Code Book Co., 19 Whitehall St., New York.
Schofield's General Telegraph A B C 5th Improved.
 Peterson Banking, Samper's Code.
 Western Union, Lieber's 5-Letter Codes.
 Any American-Foreign Language Code.
Benziger Bros., 36 Barclay St., New York
 Golden Bells in Convent Tour.
Bianco & Paley, 18 W. 8th St., New York
 Stephen Crane, 1st eds.
 Eugene O'Neil, 1st eds.
 Young, Poetical Works, vol. 2 only, London, 1852.
 Peacock, any, Macmillan, English eds.
 Tom Cringle's Log, Macmillan, English ed.
 Owen Seaman, The Battle of the Bays.
 Newbolt, Anthology.
 The Philosophy of Mysticism, trans. by C. C. Massey, 2 vols.
 Wake, The Development of Marriage and Kinship.
 Waite, Lives of Alchemystical Philosophers.
 Catalog, The Library of Walter Moseley.
Arthur F. Bird, 22 Bedford St., Strand, London, W. C. 2, Eng.
 Fisher, Why the Dollar Is Shrinking.
Book Shelf, 15 Garfield Pl., Cincinnati
 C. S. Caverley, Thy Leaves.
 W. P. Eaton, Idyl of Twin Fires.
 Pareto, Synthesis of Political Economy, trans. from the Italian.
Book Shop, 216 Cherry St., Jamestown, N. Y.
 The Chow Chow, by Lady Dunbar.
 A Son of the Carolinas, by Elizabeth Carpenter Satterthwait.
 Work Done by and Power Required for Fire Streams, by Geo. A. Ellis.
Booke Shop, 4 Market Sq., Providence, R. I.
 Frost, New Hampshire, autographed.
 Tender Buttons, Gertrude Stein.
Bookman Lib., 1010 Grand Ave., Kansas City, Mo.
 Fenton, Bible in Modern English.
 Kelly, Little Citizens.
Borough Hall Booke Shoppe, 337 Adams, Bklyn., N.Y.
 H. C. Coote, The Romans of Britain, London, 1878.
 Mark Twain, Hillcrest ed., vol. 25 only.
 Murlins, Red Book, 1806, 1895, 1922.
 N. Y. Legislative Manuals, all in the 40's, 1850, '74, '77, '21.
 Rupp, Raunh, on the Penn. Dutch.
Charles L. Bowman & Co., 118 E. 25th St., New York
 Letters of a Post-Impressionist, van Gogh.
Brentano's, 5th Ave. & 27th St., New York
 Daw, Theory and Practice of Teaching Art.
 Israel Among the Nations.
 Selous, F., Travel and Adventure in South-East Africa.
 Burton, R., Pilgrimage to El-Medinah, 1st Eng. ed.
 Moore, George, Story-Teller's Holiday, 1st American ed.
 Thompson, F., Essay on Shelley, 1st English ed.
 Hewlett, M., Richard Yea and Nay.
 Benson, Frank W., Etchings, vol. 1.
 Wright, W. H., Grizzly Bear, 2 vol. ed.
 Galsworthy, John, 1st eds.
 Chatterton, E. K., Ship Models.
 The Call of the Deep, Frank T. Bullen.
 Art and Practice of Hawking, E. B. Mitchell.
 Observations on the Fairie Queen, 1754, Thomas Warten.
 Gray Days and Gold; Shadows of the Stage, Dedicated to Edwin Booth, Wm. Winter.
 Visions, Ilya Tolstoy.
 A New Light on Sir Francis Drake, Zella Mittal.
 Handbook of Photography, complete ed., Paul N. Hasluck.
 The Culture of the Beet, etc., 1840, D. L. Child.
 Gans, Treatise on the Sugar Beet, 1838.
 Any other book on sugar in any language.

Brentano's, New York—Continued

Manual of the Art of Making and Refining Sugar from Beets, Blachette.
 Georgics, P. V. M. Virgil. J. W. Wackail, 2 vols.
 Pedigree of the Family of Mather, Boston, C. C. P. Moody, printer, 1851.
 Geneal. Tab. 42x34, can fold to 22x18½, reprinted, Memoir of the Rev. Cotton Mather, D.D., by Samuel Gardner Drake, 1851, C. S. 71, M 427-1851.
 Faith Gartney's Girlhood, A. D. Whitney.
 The Oriental Christ, Moozundan.
 Mad Majesties, Rapoport.
 Life of Lord Randolph Churchill, Winston Churchill.
 Josephine Bonne.
 Oceanography; Supplement to Oceanography, Murray.
 History of the German Struggle for Liberty, 2 or 4 vols., preferably 2 vols., Poulney Bigelow.
 Anna Lombard.
 Tell England, Raymond.
 Florida Enchantment, A. W. Dimoch.
 Ballads of Yankee Land, C. W. Penny, 4 copies.
 A Makeshift Marriage.
 The Prince.
 Art of War, Machiavelli.
 Servant of the Public, Anthony Hope.
 Tragedy of Man, Madach.
 Ivory and the Elephant, Dr. Kunz.
 Montcalm and Wolfe, Parkman, 2 vols.
 Conspiracy of Pontiac, 2 vols.
 Oregon Trail, old ed., light green cloth, gilt back.
 Liverpool Jarge.
 Genevieve, Schmid.
 Essays on Nature and Culture, large illus. ed., Hamilton Wright Mabie.
 Stonewall Jackson, 1st ed., 2 vols., Henderson.
 The Man of Galilee, Wendlings.
 She and He; The Patiphor's Wife; Indian Song of Songs; Katha—Upanisha; The Secret of Death, cheap bindings, Sir Edwin Arnold.
 You're in Scotland; Journals, Dorothy Wordsworth.
 Twilight Land, H. Pyle.
 Advertisers' Encyclopedia, Borsodi.
 South Wind, Norman Douglas.
 Bashful Ballad, Johnson.
 Art of Love, Shri Krishna Bhartah.
 Elliott O'Donnell's True Ghost Tales.
 Measurement of General Exchange Values; The Analyst, C. M. Walsh.
 Essays on Burns and Scott, Havely Classics Ser., Carlyle.
 Law of Mental Domination, T. E. Dockrell.
 United States History with Synchronic Charts, Maps and Statistical Diagrams, George E. Gros-cup, Chronological Text by E. D. Lewis.
 Between Two Thieves, Deehan.
 Uncle Lubin, W. Heath Robinson.
 Sleeping Beauty and Other Tales from Old French, Quiller-Couch.
Breslow, Bible House, 4th Ave. & 9th St., N. Y.
 American Standard Bible, pub. by Ogilvie, or any Bible with Ogilvie imprint.
Bridgman's Book Shop, Northampton, Mass.
 Kuprin, The Due! In Honor's Name.
 Hauptmann, The Fool in Christ.
 Galdos, Dona Perfecta.
 The Wine of the Puritans, Van Wyck Books.
Albert Britnell, 815 Yonge St., Toronto, Canada
 Pickthall, Drift of Pinions.
 Whipple, Bishop, Light and Shadows of a Long Episcopate, Macmillan.
Foster Burns, 4711 15th St. N.W., Washington, D. C.
 Davis, R. H., With the Allies, 1914; Dr. Jameson's Raiders, Russell, 1897.
 Gaboriau, Baron Trigault's Vengeance; Mystery of Champdoce, both blue cloth, Scribners.
 London, Jack, 1st eds.
 Garland, Hamlin, 1st eds.
 Page, T. N., 1st eds.
 Witchell, S. Weir, 1st eds.
Burrows Bros. Co., 633 Euclid Ave., Cleveland
 City Legends, by Carleton.
 Farm Festivals.
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Piel, by Leyboldt and Holt, 1st ed.
A Beau Sabreur; Seven Splendid Sinners, by Trowbridge.
Lives of the Lindsays, by Earl of Crawford.
Hewlett, Richard Yea and Nay.
- Carson Pirie Scott & Co., Book Dept., Chicago
English Pleasure Gardens, by R. S. Nichols, pub. by Macmillan Co.
- George M. Chandler, 75 E. Van Buren St., Chicago
Winter, Gray Days and Gold.
Beveridge, Life of Marshall, 4 vols., 1st ed.
Brandes, Shakespeare, 2 vols.
Cabell, Lineage of Litchfield.
Harris, Cora, The Recording Angel.
Heerman, Frank Duveneck.
Mommsen, History of Rome, 5 vols., Scribner.
Olcott, Bronson, Fruitlands.
Russell, Flying Dutchman.
Stevenson, Thistle ed., vol. 1 only.
Woolman, John, Journal.
Peters' Life of Kit Carson.
Bradley, Winning the Southwest.
Carver's Travels, 3rd ed., 1781.
Dumas, My Memoirs, 6 vols.; 47 vols., Estes.
Fithian, Diary and Letters, Princeton Univ.
Franklin, Autobiography, H. M. & Co.
Gregg, Commerce of the Prairies, 2 vols.
Guard, Frank, Life of.
McRee, Life of James Iredell.
Narragansett Club Publications, 6 vols., 1866-74, or any ed.
Newton's Amenities, etc., 1st ed.
Nichols, Woman in All Ages and Nations.
Paracelsus, Writings, 2 vols., London ed.
Storrs, E. A., Speeches and Addresses.
- W. G. Chapman, 118 N. La Salle St., Chicago
Hughes, Excuse Me.
Aguilar, Vale of Cedars.
- Chapman's Bookstore, 190 Peel St., Montreal, Can.
Psychological Origin and Nature of Religion, Leuba.
The Royal Fusiliers in the Great War.
Canadiana in general.
- Chicago Public Library, Chicago, Ill.
Anderson, W. L., Country Town.
Balzac, Honore de, Love In a Mask.
Barnum, P. T., Struggles and Triumphs.
Bellac, H., Robespierre, 3 copies.
Bishop, John, Marrow of Astrology.
Blackford, Mrs. Katherine M., Character Analysis by the Observational Method.
Bourke, John Gregory, An Apache Campaign in the Sierra Madre.
Boyesen, Hjalmar Hjorth, Tales from Two Hemispheres.
Brady, Joseph P., Trial of Aaron Burr.
Bridges, Victor, Another Man's Shoes.
Brown, Edward Osgood, Two Missionary Priests at Mackinac.
Browne, James, History of the Highlands and of the Highland Clans, vol. 1 of 4 vol.
Budge, Ernest Alfred, Easy Lessons in Egyptian Hieroglyphics, with Sign List, vol. 3 of books on Egypt and Chaldea.
Cass, Lewis, Remarks on the North American Indians.
Crane, Stephen, Open Boat and Other Tales of Adventure.
De Bekker, Leander Jan, Stokes' Encyclopedia of Music and Musicians.
De Hass, Wiels, Indian Wars of Western Virginia.
Doran, John, A Lady of the Last Century (Mrs. Elizabeth Montague).
Grant, Robert, Face to Face, 2 copies.
Hazen, Charles Downer, Contemporary American Opinion of the French Revolution, 2 copies.
Hulbert, Archer Butler, Red Men's Roads, the Indian Thoroughfares of the Central West.
Humboldt's Library of Popular Science Literature, 18 vols., 2 copies.

Chicago Public Library—Continued

- Muspratt, James Sheridan, Chemistry, Theoretical, Practical and Analytical, vol. 1 of 2 vol.
Palacio Valdes, Armando, Faith, tr. by I. F. Hapgood.
Robinson, Edward Forbes, Early History of Coffee Houses in England.
Russell, William Clark, The Captain's Wife.
Schnauss, Julius, Collotype and Photo Lithography, tr. by E. C. Middleton.
Shipton, Ursula (Mother), Strange and Wonderful History of Mother Shipton, 2 copies.
Thwaites, Reuben Gold, ed., Jesuit Relations and Allied Documents, 1610-1791, vol. 59 of 73 vol. (try to secure set if vol. 59 is unobtainable).
Winsor, Justin, ed., Narrative and Critical History of America, vol. 1 of 16 vol. ed. (American Libraries and Bibliographies).
Yonge, Charlotte Mary, Cameos from English History, vol. 1 of 9 vol.
Motley, J. L., Rise of Dutch Republic, Macmillan, only vol. 2.
Macaulay, Lord, History of England, Houghton, vol. 1 only.
Macaulay, Critical and Historical Essays, Longmans, vol. 1 only.

John Clark Co., 1783 E. 11th St., Cleveland
Dodge, Genealogy of the Dodge Family, 1894.
Grabau, Comprehensive Geology, 2 vols.
Hope, Anthony, Simon Dale.
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Columbia University Library, New York
Polhemus, Coffin and Worthington, Small.
French Buildings, Scribner.
Gilbert and Pogue, The Energy Resources of the United States: A Field for Reconstruction, vol. 1, bulletin 102, Washington, Smithsonian Institute.
Durvy, Petite Histoire Populaire de la France, Crowell, 1896.
Thomas, W. Q., Sex and Society.

Colesworthy's Bk. Store, 66 Cornhill, Boston
Ships and Sailors of Old Salem, New York, 1909.
Goodyear's Grammar of the Lotus.
Warfare Science with Theology, vol. 2 or set.

James H. Collins, 70 5th Ave., New York
Jules Verne, in early illus. American eds., good condition.

Dauber & Pine, 83 4th Ave., New York
Hall, Intrigues of Royal Courts.
Throwbridge, Poems.
Hobson, Theory of Functions.
Mackey, Masonic Lexicon, 1868.
Paasch, From Keel to Truck.
Charnok, Naval Architecture.
Bullen, Call of the Deep.
Dinsmore, Atonement in Literature and Life.
Oswald, The Bible of Nature.
Vanished Arizona.
Vogel, Aloha.

Foreman Buxton, Keats, 4 vols., 1883.
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Dennen's Bk. Shop, 37 E. Grand River, Detroit
Wm. Winter, Shakespeare on Stage, vol. 2.

Detroit Public Library, Detroit, Mich.
Dumas, Celebrated Crimes, vol. 3.

BOOKS WANTED—Continued

Dewitt's Bookstore, 620 14th St., Oakland, Cal.
 Coolidge, Rimrock Jones, can use 12 copies.
 Stories to Teach Me to Think, pub. Tappan, Whittemore & Mason, Boston.
 Homer's Iliad and Odyssey, Chapman trans.
 Barber, American Porcelain.
 Beckwith, Life and Adventures of, by Bonner.
 Brady, Sir Henry Morgan, Buccaneer.
 Andrews, The Militants, Scribners.
 Van Rensselaer, Devil's Picture Books.
 McMasters, United States.
 American Nation, set or from vol. 20 to end.
 Corelli, Soul of Lilith.

Dixie Business Bk. Shop, 140 Greenwich St., N. Y.
 Far East Unveiled, Coleman.
 Far Eastern Topics, Ireland.
 Vissering on Chinese Currency, vols. 1 and 2.

Doubleday, Page Bk. Shop, 223 N. 8th St., St. Louis
 Cosmologie Nys, pub. at Louvain, Belgium.
 Roman Empresses, 2 vols., limited ed.
 The Herods, F. W. Farrar.
 The Family of the Herods, Florence M. Ferguson.
 Sam Johnson Dictionary, good edition.
 Our Medicine Men, de Kruif.

E. P. Dutton, 681 5th Ave., New York
 Belloc, River of London.
 Conrad, The Rover, 1st English ed.
 Freeman, Mystery of 31 New Inn.
 Farrand, Legislation of Congress for the Government of Territories of the U. S.
 Farce of Master Pierre Patelin.
 Fat Boy from Pickwick, illus. by T. Nast.
 French, G. S., Poems.
 Frost, Pictorial History of the World, all vols. excepting vol. 1, Philadelphia, 1846.
 Farncomb, The Vision of His Face.
 Fry's Magazine, March, 1909.
 Griffen, General Count Casimer Pulaski, the Father of American Cavalry.
 Jevons, Introduction to the History of Religion.
 Kerfoot, Windsor Chairs.
 Hubcock, Chinese Sea Clippers.
 Longfellow, Skeleton in Armour, 1876.
 Lippincott's Pronouncing Biographical Dictionary.
 Merrick, Conrad in Quest of His Youth, limited ed.
 McKenny, Indians, parts 12 to 24, inclusive.
 New England Maps, old, describe fully.
 One Mediator, The.
 Pinkerton, Molly MacGuire.
 Quiller Couch, The Black Adventure Book; The Brown Adventure Book.
 Rousselot, L'Amour, The Intellectualism of St. Aquinas.
 St. Bernardi, The Diligendo Deo.
 Sedgwick, A Letter by Capt. Cuellar to His Majesty King Philip.
 Town and Country, Nov. 15, 1923.
 Villari, Maukeavelli.
 Wallace Collection of Pictures.

Worcester and McComb, Christian Religion as a Healing Power.
 Whittier, J. G., Legends of New England, Hartford, 1831.

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Rev. Sanford H. Cobb, Story of the Palatines, Put; Rise of Religious Liberty in America, Macm.
Chronicle of a Border Town (History of Rye), Westchester County, N. Y., 1660-1870, Chas. W. Baird, pub. Anson D. F. Randolph Co., 771 B'way, N. Y. City, 1871; also History of West. Co.
Gray Phantom, Landon.
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At the Port of Missing Men, M. Nicholson.
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 Scott, Scientific Management for Newspapers.
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 Making Out of Wax, Mechanical.
 Nietzsche, Transvaluation of All Values; Human, All too Human.
 Wigglesworth, Day of Doom.

W. K. Stewart Co., Indianapolis, Ind.
 Paths to Power, Floyd Wilson, Fenno, pub., 2.
 Gaston Leroux, Phantom of the Opera.
 Beebe, C. W., Bird, Its Form and Function.
 Hornaday, Our Vanishing Wild Life.

Fred'k A. Stokes Co., 443 Fourth Ave., New York.
 History of Oregon, W. H. Gray, pub. American Newspaper Co., N. Y., 1870.

Harry Stone, 137 Fourth Ave., New York.
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 Cabell, Chivalry, 1st ed.
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 Guide Books on the Adirondacks.
 Poems, Frances Villon, Villon Soc., Payne.
 Montaigne's Essays, Riverside Press.
 Holmes, Income Tax, 1923.

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 H. H. Ayer, Health and Beauty.
 United States Catalogues, any no.
 Sedgwick, Organic Chemistry of Nitrogen.

Studio Book Shop, 408 N. 20th St., Birmingham, Ala.
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 Heaton, J. L., The story of a Page, 4.

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 Chamberlain, Principles of Bond Investment.
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 Wallace, Wonderful Century.
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 Smith, Modern Business English.

Grossman, Purim Players.
 Ruskin, Modern Painters, vol. 2.

Laufer, Jade.

Colum, Three Plays.

Flamini, Hist. of Italian Lit. (Lit. of Italy).

Gantt, Work, Wages and Profits.

Seligman, Anderson & Nearing Debate.

Le Gallienne, How to Get the Best out of Books.

Hall, Loss Adjustments.

Brandes, Eminent Authors of the 19th Century.

Amer. Soc. for the Extension of University Teaching Lectures.

Replier, Cat.

Hauptmann, Dramatic works, vol. 6.

Balzac, Comedie humaine.

Fauvelet de B., Memoirs of Napoleon.

T. B. Ventres, 286 Livingston St., Brooklyn, N. Y.
 Abbott's Life of Beecher.

Necomers, Henry Esmond, Thackeray, Biographical ed., cloth.

The Village Book Guild, 127 Second Ave., New York
 Lucretia Borgia, Dr. Ferdinand Gregorovius, 1903.
 Janet March, Floyd Dell, 1923.

A. C. Vroman, 329 E. Colorado St., Pasadena, Cal.
 Magazine of Wall Street, May, 1920, to April, 1921, inclusive or bound vol.

George Wahr, Ann Arbor, Mich.

Falk, Chemistry of Enzyme Actions.
 Matthews, Lab. Manual of Dyeing and Textile Chemistry.
 Dannerth, Meth. of Textile Chemistry.

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 Thinking Black, D. Crawford, pub. Doran.
 In the Heart of the Christmas Pines, Leona Dalrymple, pub. McBride, Nast & Co.

John Wanamaker, Bk. Dept., Philadelphia.
 Horseshoe Robinson.
 Winthrop, Military Law and Precedents, 2nd ed., 1896.

Electric Light, 1885, Appleton.
 Friendship the Master Passion, Trumbell.
 Seventy Years on the Old Frontier, Col. Alexander Majors.

Study of Wagner, Newman.
 How Ferns Grow, Slosson.
 House of Dreams Come True, Pedlar.
 Bassett, Tallentire.

The Episcopalians, Addison.
 Book of Epigrams, W. D. Adams.
 Lectures of Sacred Poetry of Hebrews, Louth.
 Landfall of Columbus, Becker.

First Forty Years of Washington Society.
 The Consul, R. H. Davis.
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 Handwriting and Expression, I. Holt Schmohley.

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English Country Life, Aug. 4, 1923.
Eve, July 26, 1922.

Her Majesty the King.

Hygiasticon or the Right Course of Preserving Life and Health unto Extreme Old Age, Written in Latin by Leonard Lessius and now done into English, 3rd ed., Cambridge Univ., 1636.

Washington Sq. Bk. Shop, 27 W. 8th St., New York

Italian and Spanish Art of Fresco Painting, Mrs. Merryfield.

Book Bindings and the Care of Books, Cockerell, Appleton, 2.

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Miss. Muhlbach, Works.

Fournier, Life of Napoleon, 2-vol. ed.

Bourrinne, Memoirs of Napoleon.

Mme. Junot, Memoirs of Napoleon.

Howard, John, Report of Conditions in Prisons in England.

Edgar H. Wells, 41A E. 47th St., New York.

Currier, E. R., Typespacing, 1915.

Emerson, R. W., Works, Introduction by C. N. Greenough, 5 vols., 1914.

Gardner, Acts of the Republican Party as Seen by History, 1906.

Hamilton, Logic of Sir William Hamilton, Reduced and Prepared by H. W. Day, 1866.

Hart, Development of Standard English Speech in Outline, 1907.

Ker, River and Lake Names in the U. S., 1911.

MacInnes, Rhymes of a Rounder, 1913.

Miller, Joaquin, Japan of Sword and Love, 1905; Songs of the Mexican Seas, 1887; Songs of the Soul, 1886; Specimens, 1866.

Postgate, Bolshevik Theory, 1920.

Reely, Mary K., Selected Articles on World Peace, 1916, 2nd enlarged ed.

Roosevelt, African and European Addresses, 1910; Selected Addresses and Public Papers, 1919.

Graban, Principles of Stratigraphy.

Clements, Research Methods in Ecology.

Journal of the Arnold Arboretum, vol. 1, 6.

Bonnell, C. Bronte, G. Elliot, J. Austen.

Browning's Sordello, para. by Duff.

Defoe's Robinson Crusoe, ed. Aitken, 2 vols.

English Poems, John Milton, ed. R. C. Browne.

Beach, J. W., Comic Spirit of George Meredith.

Russell, Guide to British and American Novels.

On Some of Shakespeare's Women, by one who has impersonated them, Helen Fawcett.

Sheridan, School for Scandal, ed. C. T. Voigtmann.

Welsh, Development of English Literature and Language, 2 vols.

Psychology in Secondary Education.

Problem in Elementary School Education.

Journal of Experimental Zoology, vol. 25, pp. 571.

Auk, vol. 33, nos. 2 & 3.

Blackmore, S. A., Riddles of Hamlet and the Newest Answers.

Selections from A. Pope, ed. Reed.

Whitlock's, 219 Elm St., New Haven, Conn.

A. C. Panes, Bibliog. of English Lit. and Language, 1921; 1922.

Harshberger, Photographic Survey N. A.

Hart, Channing American Hist. Leaflets; Epochs American Hist.; American Nation, 13, 14, 16, 17, 18, 19.

Hastings, Cyclopedic Religion & Ethics.

Works, John Hill, 1716-1775.

Holday, Colonial Records.

Hotel St. Francis Cook Book.

Kipling, Set, or Broken Outward Bound ed.

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